



# News Release

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For Immediate Release  
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## **National Safety Council launches the Campbell Institute** ***The global center of excellence for environmental, health and safety management***

Orlando – The [National Safety Council](http://www.nsc.org) is proud to launch the Campbell Institute at its 2012 Congress & Expo, celebrating 100 years of safety progress since its first Congress & Expo held in 1912. Grounded in the belief that environmental, health and safety management is at the core of business vitality and intrinsic to operational success, the Institute is committed to working collaboratively to help move organizations forward on their journeys of continuous improvement.

As a natural progression of the international Robert W. Campbell Award, the most prestigious award in EHS worldwide, the Institute gathers and amplifies the collective experience and knowledge of Campbell Award Winners and other world-class organizations to enable the creation of better, safer workplaces and communities worldwide.

“Through the Campbell Institute, we are able to capture the knowledge, expertise and best practices of organizations realizing significant results and create solutions anyone can emulate in an immediate and practical way,” said National Safety Council President and CEO Janet Froetscher. “Our goal is to share proven methods and innovations so that more leaders who care about human, operational and financial success can move to excellence.”

The Campbell Institute offers what no other organization, nationally or internationally, in the EHS world can:

- The most current information on best practices in environmental, health and safety management, emphasizing evidence-based case studies with proven effectiveness
- A resource center in multiple platforms for discussion, exploration and communication of timely and long-standing EHS topics
- Opportunities for EHS and business executives to become educators, advocates and leaders committed to continuous improvement
- Information on critical concerns and emerging issues from leading EHS researchers and global experts
- Synergistic, collaborative partnerships across a global network of business leaders and professionals in government, nonprofit, education and labor

NSC is pleased to have Mike Gambrell, Advisor to the Chairman/CEO, The Dow Chemical Company as the first Chairman of the Campbell Institute. “It is an honor to lead this exciting new initiative,” said Gambrell. “The Campbell Institute is not only a transformative force in EHS management – it’s a transformative force in business.”

The Campbell Institute welcomes the involvement of organizations of all sizes, regions and business sectors. Organizations who commit to the Institute during its launch as Charter Members will have the opportunity to guide the Institute’s strategic direction, forge deep connections across industries and be visibly recognized as leaders in EHS and operational excellence.

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Charter Members of the Institute, as of Oct. 1, include: APM Terminals, The Bahrain Petroleum Company, Cummins, DM Petroleum Operations, The Dow Chemical Company, Exxon Mobil Corporation, Firmenich, Fluor, General Motors, Gulf Petrochemical Industries Company, IHS, Industrial Scientific, Noble Corporation, PotashCorp, Schneider Electric, U.S. Steel, United Technologies and Whirlpool. If you are interested in learning more about the Campbell Institute or becoming a Charter Member, visit [thecampbellinstitute.org](http://thecampbellinstitute.org) or call (630) 775-2283.

#### **About the National Safety Council**

Founded in 1913 and chartered by Congress, the National Safety Council ([nsc.org](http://nsc.org)) is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact -- distracted driving, teen driving, workplace safety and safety beyond the workplace.

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