



Bio and Testimonials:

Bill Martin

Bill has over 40 years in the electric utility business, including positions as Safety Director, Area Manager, Line Mechanic Hot Stick/Foreman, and Certified Utility Safety Professional. He has had success in steering cultures from the front end instead of reacting to the consequences of the back end, which he centers on providing strategies to achieve better results through better understanding of what drives our decisions.

On top of this, Bill has also spent 29 years in Pre-Hospital Medicine, 22 of which were as a flight paramedic on a Helicopter, now RN/Paramedic. He has experience on dynamic expedition teams; backcountry skiing, spelunking, and on trips to Everest Base Camp, Kalipathar, Mt Kenya, Kilimanjaro, and Mt. Rainier. Returning to Mt Kenya 2-24. He is also completing a book about recognizing our power to change outcomes by acting on the cues and clues before our eyes. We can change outcomes at work and in our careers and in life if we chose to “act”. Acknowledging that we know more than we give ourselves credit for is the first step.

“William Martin (Mr. Bill) for challenging me to stop swimming on the surface and dive deeper into topics like availability bias. Also for helping me and a lot of other people explore our safety superpowers.”

Thank you sir.

David McPeak, CSP, CHST, CIT, CUSP, CSSM
Director of Professional Development
Incident Prevention Institute

David also said I can quote what someone told him at the last conference. David McPeak said, “someone told me they were jealous of you as a person because of your passion to read and learn and they just want to go fishing.”

“As we have all been in this business for a long time, sometimes too long, we realize how difficult it is keeping linemen interested in a discussion at times especially when you ask them to sit in a room for a day and half. As I looked around the room on Tuesday everyone was on the edge of their seat, and everyone was listening to Billy’s presentation. His presentation was spot on for the changes in culture we need to make and honestly as I talked to all of the linemen that night after hours the conversation always came back to his presentation and what they got out of it. It takes a special person to hold a lineman’s attention for an hour and half and all the attendees were still listening at the end. I can personally speak that during our safety meeting this morning in Fairport which we hold daily we talked about some of the very things Billy presented on.”

Matthew J Hegarty
Superintendent of Electric
Fairport Municipal Commission

“Billy is a visionary, and we need more people like him not only in our industry but in the world.”

Rod Courtney

“Recognizing that all of us see the same hazards and risks differently was interesting and understanding how we can address those differences to reduce the risk of injury was very insightful.”

Director of Safety, Southern California Edison

“Mr. Bill is truly a “Renaissance Man”! He has become proficient at many things and is still going strong!”

“Very relatable and real. Instant credibility because Bill knew the work.”

“5.0 Very good speaker”.

5.0 “Enjoy the passion and information delivered brings topic to a personal level.”

| COMMENTS FROM EVALUATIONS Job Site Crew Visits |
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| It was a good use of time. |
| Very Good, helped me start thinking about how to react when an accident happens |
| |
| Very good need to have more |
| |
| Thank You! |
| Good to do from time to time. Repetition is key. |
| The drills make it real life, very Excellent. |
| Keep up the good work we enjoy the refreshers. |
| Please never give up on this effort to improve our mental improvement to be safer |
| |
| "More attention to ideas that come from our ideas. Some people might feel it's a waste of their time". |
| crew must communicate |
| |

very well presented

Good to have guys that know what they are doing teaching a course

*=100%

Good Job!

Thank You!!

Awesome Thanks!!

