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PPSA Announces Dynamic Keynote Lineup for 2025 Safety and Health Conference in New Orleans

Conference Spotlights Human and Organizational Performance, Communication, and Resilient Safety Cultures

ATLANTA (April 22, 2025) – The Pulp & Paper Safety Association (PPSA) has announced its keynote speakers for its 81st Safety and Health Conference, August 24 – 27, 2025 in New Orleans, Louisiana. With a focus on practical strategies, human insights, and cultural shifts in workplace safety, this year’s keynote lineup is designed to spark innovation and action across the forest products industry.

Employing over 925,000 workers and generating nearly \$80 billion in annual payroll, the U.S. forest products industry accounts for about 4.7% of the nation’s manufacturing GDP. ([AF&PA Economic Impact](#)) As one of the country's largest manufacturing sectors, ensuring the health and safety of its workforce is paramount. The 2025 Conference builds on a longstanding tradition of delivering world-class education and thought leadership in occupational safety and health, particularly within high-risk industrial environments.

“This year’s three keynote speakers bring a unique perspective that aligns perfectly with our mission of advancing safety and health in the forest products industry,” said PPSA Conference Chair Eric Barnes. “From leadership to learning to teamwork, the presentations will leave attendees equipped and inspired to make meaningful improvements in their facilities.”

Bill Sims Jr. – “The Invisible SIF: What HOP Misses”

Renowned author and behavior-based safety expert Bill Sims Jr. will open the conference with a powerful exploration of Serious Injury and Fatality (SIF) prevention. His keynote will challenge conventional Human and Organizational Performance (HOP) frameworks by exposing what they often overlook—the "invisible" risks that precede serious incidents. Sims will provide attendees with actionable insight into behavior reinforcement strategies, real-world case studies, and the critical role of proactive leadership in identifying hidden hazards before they escalate.

Jimmy Yeary – “Teamwork: How to Break Down Barriers to Free Up the Flow of Creativity, Communication and Comraderie”

On day two, Grammy-nominated songwriter and master storyteller Jimmy Yeary will inspire attendees with an emotional and energetic keynote on the human side of safety culture. Drawing parallels between songwriting, teamwork, and high-performance workplace dynamics, Yeary will demonstrate how vulnerability, trust, and shared purpose can dissolve communication barriers and unlock creative collaboration—even in the most high-stakes environments.

Bob Edwards – “Success and Failure: They Aren’t That Different”

Closing the conference is Human and Organizational Performance (HOP) thought leader Bob Edwards, whose keynote will bridge the gap between success and failure in workplace safety. Edwards will share compelling stories and practical tools for learning from both triumphs and mistakes, encouraging attendees to move beyond blame and toward a

learning-centered culture. His message underscores that organizations grow stronger by examining what works, what doesn't, and—most importantly—why.

Registration for the 2025 PPSA Safety and Health Conference is now open. For more information and to view the full agenda, visit our [website](#).

About PPSA:

Pulp and Paper Safety Association (PPSA) is committed to fostering a culture of excellence in Safety and Health within the fiber-based industry. PPSA serves all fiber-related operations including paper mills, corrugated, consumer products, paper converting and recycling plants, in addition to wood products and forestry operations. PPSA offerings are designed to enhance the performance of our member organizations, reduce incidents, bring visibility to cutting-edge vendor solutions, and create a safer working environment for everyone. For more information, visit www.ppsa.org.

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