

To the Editor

News item for immediate publication:

It starts at the top!

At The American Equity Underwriters, Inc. (AEU) we know that you can't have an effective safety culture without that culture being led from the top. That's why we're pleased to announce an innovative service, Leadership Support Services. This program, exclusively for members of the American Longshore Mutual Association (ALMA), is aimed at giving their management team guidance to assist in creating a **high performance safety culture** within their company. Specifically designed to provide training and insights that will help ALMA members control their USL&H costs, Leadership Support Services provides:

- Clarity and focus on the role of leadership and building an effective safety culture
- Insights and perspectives on behaviors and consequences
- Ideas on approaching challenges and developing solutions

Leadership Support Services is a first in the maritime industry, and AEU is proud to take a team approach to safety by providing tools and techniques to instill safety practices that improve performance.

Larry Kangas is the Director of Leadership Support Services. With over 25 years' experience in management consulting, Larry has focused his talents in organizational and leadership development in an effort to build healthy corporate safety cultures.

For more information about Leadership Support Services, contact Larry Kangas at 504-840-6524 or email him at larry.kangas@amequity.com.

AEU is the program administrator for American Longshore Mutual Association (ALMA), a group mutual association based in Bermuda which is authorized by the U.S. Department of Labor to provide USL&H coverage in all 50 states. As the program administrator for a group mutual association, AEU has the freedom to be more creative in our products and to customize them for optimal results.