As the Founder and Chairman of the Board of the National Floor Safety Institute (NFSI), Russ Kendzior (Ken-zee-or) is recognized worldwide as one of the leading safety experts specializing in slip, trip and fall prevention. As past Founder and President of Traction Plus, Russ is an entrepreneur who has created a wide range of slip-and-fall prevention products. As President of Traction Experts, Inc., Russ has consulted with numerous fortune 500 corporations and has been retained as an expert witness on more than 800 slip, trip and fall lawsuits.

Sample Chapters:
• Got it Maid
• Killer Funeral
• Slipped in Elvis’ Bathtub
• Wheel Stopper
• Damn Wall
• Sign of Things to Come

Story Ideas:
• Fall’s Aren’t Funny! Slips, trips and falls are America’s leading cause of accidental injury.
• How do you know your floors are safe?
• Why does the flooring industry oppose safety standards?
• Which is the most dangerous type of shoe?
• Slip-and-fall accident fraud; It’s not what you think.
• Women vs. men. Who falls more and why?
• Falls are the leading cause of accidental death for the elderly. What are we doing about it?

As Featured On

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