

# A Tribute to ETA Founder Ed Green

Safety Inc and ETA Associates announce the passing away of Ed Green, founder of ETA Associates, on October 27, 2007, after battling cancer for 6 months.

Ed Green founded the company in 1971 with a vision of having a professional sales organization that provided a high level of service to customers and represented Principals. For over 30 years, Ed ran the company with this mission in place, and ETA developed a reputation nationally as the premier Manufacturers' Rep organization working in the New England states.

Ed looked at Safety Inc. as a way to compliment ETA by expanding the professional and experienced sales force, adding an in-house marketing department, increasing product lines and increasing capabilities. As Ed would say, "It is a win win opportunity for everyone."

In 2005, ETA became a division of Safety Inc., a company founded in 1970, that shared a similar history and reputation in New England. Safety Inc. was a "good fit" for Ed and resembled the "ETA way" of doing business. Ed continued to work at ETA up until a few weeks before he passed away.

Ed Green was highly respected amongst his peers and customers who often sought expert technical and product advice from him. His warm friendly demeanor enabled him to communicate equally well with the manufacturers he represented, and the engineers and other end-users at a customer's facility. He loved his trade and enjoyed selling products and instruments that increased the level of safety and efficiency within a facility. He developed many long lasting relationships with customers and Principals that spanned decades of time.

According to Joel and Fred Myerson, owners of Safety Inc., "We should have merged with the company sooner. Ed was a true professional and merging ETA & Safety Inc. was the right decision from the start. Ed Green was a friend and he will be truly missed. It is our commitment to maintain the high standards that he built his company upon many years ago."

ETA Associates represents product lines and instruments covering a range of technical applications such as pollution control, process control, industrial hygiene and safety, and has provided solutions to thousands of customers in New England.

Customers, principals, and competitors all used the same phrase when speaking about Ed Green - "a true gentleman". As we move forward, our goal is to continue to earn that same praise as a company as a tribute to both Ed's vision and to Ed's memory.

