

# *the* **Quill**

a quarterly publication on safety & risk management

## **DRIVEN TO WIN**

**Deploying game theory  
in trucking**

### **What's inside?**

- + **Learn how truckers can help fight human trafficking**
- + **Understanding the implications of shipping agreements**
- + **The Quill of Champions**



Welcome to the first issue of *The Quill* for 2017! In this issue, we discuss a myriad of topics, including gamification, human trafficking and how to make your Safety Department more successful in the coming year. This issue will also provide more information on important safety resources you and your team can use to ensure you have the safest fleet around.

Gamification can be defined as using game-like components and dynamics to drive engagement in a non-game context. How can this be used in the trucking industry? Drivers can compete against one another to see who can achieve the best fuel economy or record the lowest engine idle time. They can then be rewarded accordingly for their efforts. Read more about how gamification can impact the trucking industry on page 5.

On page 7, we discuss a very crucial topic: truckers' roles in preventing human trafficking. Truckers are all over the country and are an extremely observant group. They are also one of the groups most traffickers try to sell to in order to make quick money at truck stops. Truckers Against Trafficking began in 2009 and now has over 7 million members. Learn how you can help put an end to this abusive and criminal activity.

Protective Insurance Company wants to make sure you stay on your feet this winter! Check out some of our safety resources, including SR Max slip resistant shoes, on page 11.

Make your company the safest it can be. Our article on page 9 shows you how to work toward that.

As always, if there are topics you would like to see covered in *The Quill*, please contact me at [thequill@protectiveinsurance.com](mailto:thequill@protectiveinsurance.com) or 800-644-5501 x2692.

Yours in safety,

Dennis Shinault, CDS  
Director of Loss Prevention & Safety Services

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## What does The Quill mean?



The founders of Protective's parent company, Baldwin & Lyons, Inc., chose the quill as a symbol to represent their property and casualty insurance company. It was a fitting choice. The quill was the dominant writing instrument for more than 1,000 years, longer than any other; perhaps because of its fine stroke and great flexibility. Likewise, for over 85 years, the company has maintained a stable presence in the property and casualty insurance market and is a recognized leader in the transportation industry. With an intense focus on results, the company has grown and diversified.

The information in these articles was obtained from various sources. While we believe it to be reliable and accurate, we do not warrant the accuracy or reliability of the information. These suggestions are not a complete list of every loss control measure. The information is not intended to replace manuals or instructions provided by the manufacturer or the advice of a qualified professional. Protective Insurance Company makes no guarantees of the results from use of this information. We assume no liability in connection with the information nor the suggestions made.

## Protective Loss Prevention & Safety Services Director participates in driver study

This past September, Protective’s Director of Loss Prevention & Safety Services, Dennis Shinault, addressed the South Carolina CDL Entry-Level Driver Study Committee regarding entry-level employees and Protective’s standards for insuring this specific type of driver. He was invited to the Assembly by the General Manager of Associated Petroleum Carriers, Inc., Jerry Smith. Dennis discussed the standards of the Professional Truck Driver Institute (PTDI) as well as industry best practices that help intensify the training and limit liability exposures by implementing robust Train-the-Trainer and Driver Finishing programs. Other topics presented were the comprehensive level of documentation that is required, plus monitoring and following up with entry-level drivers as they start driving solo. Protective recognizes Dennis for his hard work and for sharing his knowledge to ensure the safest drivers are out on the road. ■

## Navigating Workforce Wellness

The health of your workers is paramount to productivity and safety. Protective is proud to offer a new website where your human resources and safety managers can find the tools they need to implement a custom wellness program for your company.

The website, Navigating Workforce Wellness, includes health-related articles, tips for implementing wellness programming, and tools workers can use to save money on healthcare and identify their personal risk, plus much more. ■



Visit [navigatingworkforcewellness.com](http://navigatingworkforcewellness.com) today to start taking advantage of the benefits of improved wellness.

## Check out our Safety Solutions videos!

Did you know you can watch our Safety Solutions videos online? Simply go to [protectiveinsurance.com](http://protectiveinsurance.com) and click on Loss Prevention & Safety. From there, you can access Safety Solutions videos such as Crisis Management & Emergency Planning, Customer Care & Passenger Safety and Preventing Slips & Falls. Be sure to check out these videos for excellent safety tips and tricks! ■



Visit [protectiveinsurance.com](http://protectiveinsurance.com) and click on Loss Prevention & Safety

## Don’t go up in smoke

Recreational marijuana usage was recently made legal in several states, including California, Massachusetts and Nevada. Medical marijuana is also legal in many states throughout the U.S.; however, those who are safety-sensitive transportation employees (e.g., pilots, school bus drivers, truck drivers, etc.) are expected to comply with DOT regulated drug testing programs. According to the DOT Office of Drug and Alcohol Policy and Compliance notice, “the Department of Transportation’s Drug and Alcohol Testing Regulation... does not authorize ‘medical marijuana’ under a state law to be a valid medical explanation for a transportation employee’s positive drug test result.” Please remember that marijuana remains listed in Schedule I of the Controlled Substances Act. For any safety-sensitive employee to test positive for this drug is unacceptable and disqualifiable.

The use of marijuana impacts drivers in several ways, including reducing motor coordination, impairing judgment and slowing reaction time. Drivers with THC found in their bloodstreams, the main psychedelic component found in marijuana, were found to be three to seven times more likely to be responsible for collisions than drivers who had not used the drug. ■



After reading this issue of **The Quill**, we want to hear from you! Do you have a useful resource for educating your drivers that our readers should know about? Are there topics you’d like to see addressed in future issues? Send your feedback and ideas to [thequill@protectiveinsurance.com](mailto:thequill@protectiveinsurance.com).



# WALK THIS WAY

**On Nov. 17, 2016, The Occupational Health and Safety Administration (OSHA) issued a final rule updating its general industry Walking-Working Surfaces standards (1910 Subpart D) specific to slip, trip and fall hazards.**

The rule also includes a new section under the general industry Personal Protective Equipment (PPE) standards that establishes employer requirements for using personal fall protection systems. The rule benefits employers by providing greater flexibility in choosing a fall protection system they believe will work best in a particular situation.

It is estimated the final standard will prevent 29 fatalities and more than 5,842 injuries annually. The rule became effective on Jan. 17, 2017, and will affect approximately 112 million workers at over seven million worksites/facilities.

The major changes that will affect most transportation facilities include, but are not limited to:

- + Fall protection flexibility (1910.28(b)). The final rule allows employers to protect workers from falls by choosing from a range of accepted fall protection systems, including personal fall protection systems. It eliminates the existing mandate to use guardrails as the primary fall protection method and gives employers the flexibility to determine

what method they believe will work best in their particular workplace situation. This approach has been successful in the construction industry since 1994. The final rule allows employers to use non-conventional fall protection practices in certain situations, such as designated areas on low-slope roofs for work that is temporary and infrequent, and fall protection plans on residential roofs when employers demonstrate guardrail, safety net, or personal fall protection systems are not feasible or create a greater hazard (1910.28(b)(1) and (b)(13)). The rule also removes the outdated general industry standard for scaffolding and follows the updated construction standards.

- + Personal fall protection system performance and use requirements (1910.140). The final rule, which allows employers to use personal fall protection systems (i.e., personal fall arrest, travel restraint, and positioning systems), adds requirements on the performance, inspection, use and maintenance of these systems. Like OSHA's construction standards, the final rule prohibits the use of body belts as part of a personal fall arrest system.

# IT IS ESTIMATED THE FINAL STANDARD

WILL PREVENT

29

FATALITIES

&

MORE THAN

5,842

INJURIES ANNUALLY

- + Inspection of walking-working surfaces (1910.22(d)). The final rule requires that employers inspect walking-working surfaces regularly and as needed and correct, repair or guard against hazardous conditions.
- + Training (1910.30). The final rule adds requirements that employers ensure workers who use personal fall protection and work in other specified high hazard situations are trained, and retrained as necessary, about fall and equipment hazards, including fall protection systems. Employers must provide information and training to each worker in a manner the worker understands.

Most of the rule became effective 60 days after publication in the Federal Register on Nov. 18, 2016. Some provisions have delayed effective dates, including:

- + Ensuring exposed workers are trained on fall hazards (6 months)
- + Ensuring workers who use equipment covered by the final rule are trained (6 months)

- + Inspecting and certifying permanent anchorages for rope descent systems (1 year)
- + Installing personal fall arrest or ladder safety systems on new fixed ladders over 24 feet and on replacement ladders/ ladder sections, including fixed ladders on outdoor advertising structures (2 years)
- + Ensuring existing fixed ladders over 24 feet, including those on outdoor advertising structures, are equipped with a cage, well, personal fall arrest system or ladder safety system (2 years)
- + Replacing cages and wells (used as fall protection) with ladder safety or personal fall arrest systems on all fixed ladders over 24 feet (20 years). ■

For more information on how this rule will affect your operation, please visit <https://www.osha.gov/walking-working-surfaces/index.html>.



# DRIVEN TO WIN

## DEPLOYING GAME THEORY IN TRUCKING

May 2, 2016 Sean Kilcarr | Fleet Owner

**"Gamification" aims to boost fleet safety and savings via competition.**



On its surface, the theory of "gamification" seems a fairly straightforward one: Using game mechanics and dynamics to drive game-like engagement in a non-game context.

In trucking, for example, that can translate into setting up competitions between drivers, to see who can achieve the best fuel economy or record the lowest engine idle time.

Yet it's not quite that easy, Roni Taylor, vice president of industry relations for telematics provider Spireon, explained to *Fleet Owner*.

"At its essence, you are using psychology to change human behavior — and using various motivations to trigger that behavior," she said.

Michael Wu, principal scientist of analytics for software provider Lithium, stressed in a recent blog post that

at its heart, "gamification" is not a game. In actuality, those involved in a "gamified" work activity shouldn't know that they are actually playing a game, he noted. In Wu's view, there are three key parts to putting gamification theory into practice:

1

**"The use of game attributes,"**

which includes game mechanics/dynamics, game design principles, gaming psychology, player journey, game play scripts and storytelling, and/or any other aspects of games

2

**"To drive game-like player behavior,"**

such as engagement, interaction, addiction, competition, collaboration, awareness, learning, and/or any other observed player behavior during game play





# “ It’s about changing behaviors by using **carrots** instead of sticks. ”



## “Used in a non-game context,”

meaning that the aforementioned practices are deployed in settings other than a game, such as in classrooms, workplaces, health and fitness routines, etc.

Spireon’s Taylor noted that those philosophies underpin its new Driver Performance Program, which is designed to boost fleet safety while reducing costs via a variety of metrics such as increased fuel economy, fewer hard-braking and hard acceleration events, among others.

“It’s about changing behaviors by using carrots instead of sticks,” she said. “The program is made to be engaging so drivers not only accomplish something either individually or as part of a team while also achieving a reward.”

For example, one Spireon client using its new “gamified” performance program created an 11 week “season” whereby teams of drivers compete against one another in a NASCAR-like point-system format.

Taylor said drivers download Spireon’s performance application to either a smart phone or tablet computer, log in with a specific user name and password, and then can begin monitoring in real-time their performance and their team’s overall performance against the others within the program — thus spurring them to make improvements.

Taylor added that the reward this one fleet offers for winning its 11 week “Safety Cup” is easily appreciated by its drivers: cold, hard cash.

“They get trophies and cash for winning — and that’s worth every penny to this company,” she noted, as the savings from reduced accidents due to safer driving combined with lower fuel consumption more than cover the cost of such rewards.

“Drivers also don’t feel like they are being watched by Big Brother,” Taylor pointed out. “‘Gamification’ is way around that. And it also appeals to Millennials as they are a generation that’s heavily into gaming. That’s why it will be become more critical as ‘being monitored’ as a driver becomes more of a daily reality, from ELDs [electronic logging devices] to other systems.” ■



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# IN THE FIGHT AGAINST HUMAN TRAFFICKING,

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# WHY TRUCKERS?

*By Kylla Lanier*

**When working on a strategy to fight human trafficking**, one of the first steps should be to determine which groups of people have the greatest opportunity to spot human trafficking as it is happening. In other words, who could serve as the primary surveillance?

When it comes to this crime, those front-line people include such groups as medical personnel, who treat victims in medical clinics; service personnel in local neighborhoods (such as postal workers, and cable, electrical, and water providers), who come by homes on a regular basis and would notice if something unusual was going on; restaurant and hotel personnel, who might see trafficking taking place in their establishments; and members of all segments of the transportation industry, including airport employees, because traffickers are continually transporting victims to sell them in a variety of places.

Truckers Against Trafficking (TAT) began as an initiative of Chapter 61 Ministries in 2009 to work with the trucking industry, because it's 7-million strong. Truckers are trained to be extremely observant. The trucking industry is composed of people already entrusted with caring for other people's goods, which speaks to the character of the industry when it comes to caring for others—especially when the interest of others might be in trouble. Members of the trucking industry are everywhere, covering the entire United States. Lastly, traffickers wanting to make fast money often target truckers at truck stops and rest areas (because they're everywhere and easy to reach right along highways) to sell their victims. This is evidenced by the number of victims rescued from truck stops by the FBI.

The members of Chapter 61 Ministries believed that if the trucking industry were empowered with education

and equipped with tools to fight human trafficking, they would be quick to mobilize against this crime. They could do their part to see victims recovered and perpetrators arrested. Members of the trucking industry could be everyday heroes in the course of their jobs and make a significant impact against the criminal activity of human trafficking. Perhaps they might even have a greater impact than the average person, because of their mobility and training. They were a critical front-line group to recruit.

Using tools such as an informational website ([www.TruckersAgainstTrafficking.org](http://www.TruckersAgainstTrafficking.org)), on-demand webinars, a trucking-industry-specific training DVD, wallet cards with signs to look for and questions to ask, and social media accounts (Facebook and Twitter), TAT began making contacts throughout the trucking industry to build relationships and state the case for trucking members to join the abolitionist movement. TAT also began having a presence at major trucking shows as well as providing free presentations wherever requested by members of the trucking industry. The trucking industry began responding positively. By 2011, TAT had grown so much and was making such an impact in the industry that it needed to become an independent 501(c)3 non-profit organization in order to sustain its efforts.

Members of the trucking industry, who had witnessed the prostitution of women and minors at various places throughout the United States for years but who had not known what it was—forced prostitution and modern-day slavery—began calling the National Human Trafficking Resource Center (NHTRC) to report what they were seeing. Polaris Project, which runs the hotline, reported that calls from truckers rose substantially starting in 2009 when TAT began. As of March 31, 2016, truckers have

made 1,371 calls with 425 likely cases of trafficking, involving 744 victims. Of those 744 victims, at least 249 of them were minors.

Major travel plaza and truck stop organizations have joined TAT by making a commitment to train their employees with TAT materials and to make those materials available for trucking customers across the United States. Truck-driving schools, national and state trucking organizations (46 state trucking associations now partner with TAT), trucking companies—both large and small—individual truckers, trucking organizations of all types, and trucking media have also joined forces with TAT.

TAT works to create relationships between state and federal law enforcement and members of the trucking industry through half-day events called coalition builds. These events provide a more effective localized response to human trafficking by gathering law enforcement agencies (state, federal and local) and local anti-trafficking resources (task forces and local non-governmental organizations) in the same room with key industry stakeholders, including general managers of truck stops and representatives of state trucking associations and carriers. In 2014, TAT launched its Freedom Drivers Project, a 48-foot mobile exhibit that travels the United States, teaching people about domestic sex trafficking and what the trucking industry is doing to combat it.

Using TAT materials, the Motor Vehicle Enforcement division of the Iowa Department of Transportation has created a model for other states to follow in working with the trucking industry. They place TAT materials in their state scale sites, state rest areas, and state truck stops. They are also working with major carriers in the state to train their employees with TAT materials. Ohio has become the first state in the union to incorporate TAT training as part of their CDL licensing, beginning in July 2016. Why truckers? Watching the TAT training DVD readily



# ONE PHONE CALL LED TO THE ARREST OF OFFENDERS AND THE BREAKUP OF A 13-STATE TRAFFICKING RING

answers that question. With one phone call, a trucker who saw some under-aged girls working a truck stop not only facilitated the recovery of those girls, but also that of seven other minors. Thirty-one offenders were arrested and a 13-state child sex trafficking ring was broken.

Training and working with front-line responders in the United States in the fight against human trafficking is a strategy that can and does yield big results ... and members of the trucking industry are some of the leading front-line responders.

**SO HOW CAN YOU HELP?** If you're a trucking company or a shipper, train your drivers and employees at your company with TAT training materials. We supply all training materials for free. Once you've trained your drivers and employees, go on our website and register them as TAT Trained. It takes two minutes or less to do so. If you're a shipper, talk to trucking companies you're thinking of hiring about human trafficking and about training their employees. Change your RFPs to include being TAT trained a condition for hiring. When shippers ask us how to know which companies are TAT trained, we point them to our website and the growing list of companies. Continue to talk to everyone in your sphere of influence about human trafficking and what the trucking industry is doing to fight it ... your neighbors, church, community, family. You may keep vulnerable children from becoming victims of human trafficking and you may influence others to become involved in the fight.

*Continued on back cover >>*



# HOW TO BE A WORKPLACE SAFETY *SUPERSTAR*

Over the years, safety has taken a new perspective. The Safety Department was primarily a compliance department. However, during the past 30 years, safety has evolved to be more complex and has proven to be an integral part in the day-to-day success of motor carriers. It is no longer a window dressing word; it is an attitude and a company culture. Have confidence in yourself and your ability to take your safety performance to a higher level. There are many formulas to obtain success; however, one formula explains it all: Performance is potential minus interference.

To start, you must realize that you do not know it all. Therefore, surround yourself with excellence. Seek out individuals in your company that are leaders. These leaders must influence other workers in a positive and motivational way that is in line with company strategies and values. Also seek out other safety professionals and take advantage of their knowledge and experience. Seeking safety professionals in the trucking industry is a great way to start. Many of them have encountered what you are experiencing and usually have guidance or solutions that will address your needs. Consider networking with safety professionals that are in other industries as well. They may not have the same loss exposures as you, but you will be surprised how the interaction with them can result in new perspectives and solutions that address old problems. They will

benefit from your experience as well. Even partial ideas will take you to the path of problem resolution.

Be determined. If you initially are confronted with a road block to improve your safety culture, determine a path around it. The best path is not always the path of least resistance. Use the resistance in your favor; it helps you to be creative to gain the support you need. Return to the safety network explained above. Better solutions are realized when you involve others that share your ambition. Safety is not a business that you must rely on doing the same old way. Safety is always changing and becoming more complicated. Thinking outside the box tears down silos that prevent success.

Take the “do it now” attitude. It is impossible to quickly change a safety program and culture, so start taking small steps now. These small steps must be well thought out and organized. When done right, small steps start feeding off of and enhancing each other, which leads to an accelerated end result. Again, take advantage of your network of safety professionals and those leaders in your company that you have identified. Create a Safety Business Plan that includes a list of objectives, tasks, assignments, resources needed and due dates. Have regular status and development meetings to keep your strategy on track. Proceed with confidence and ambition and others in the company will join and support you. ■

***PERFORMANCE IS POTENTIAL MINUS INTERFERENCE.***

# CONCERNS IN CONTRACTING

**I**n a perfect world, contracts between motor carriers and shippers are merely a formality. The drafting and signing of agreements do not have implications because everything runs smoothly: Each load is shipped and delivered on time, no complications arise and both parties to the agreement are highly satisfied at the end of the day. However, in the real world things rarely go so smoothly. This article will highlight a number of things to consider before your operation signs off on the next shipping agreement that comes through the door.

One of the most critical mistakes that motor carriers make is failing to understand the implications of a signed contract. A standard shipping contract is created by one party, usually the shipper, and given to the other party to review and sign. It is important to understand that once both parties sign the contract, the terms contained in the contract are binding. It is crucial to have a general understanding of the terms that are in standard shipping contracts and the impact of those terms on your operation. An additional key factor to keep in mind is that, more often than not, shippers draft contracts in a way that protects their own interests, not yours. It is up to you to look out for your best interests.

When presented with a new shipping contract, it is always in your best interest to read and review the contract in its entirety. Usually, there are preliminary discussions between the shipper and the motor carrier that address some of the main concerns between the parties, however, by thoroughly reading and reviewing the agreement, you will be able to better understand the business relationship that your operation is starting, and also get an

opportunity to verify that those preliminary discussions were incorporated into the final version of the contract. A thorough review of the agreement can help you understand what is expected of your drivers, what you can expect from the shipper and what to do in the event of a dispute, among many other things. This is possibly the most important step in the process. There is no excuse for not reading and reviewing a contract before signing.

Finally, now that the contract has been read and reviewed, it is important to engage the shipper and your own team. If you have any questions or concerns, contact the shipping company. After all, the point of reading and reviewing the agreement is to make sure that your operation and the shipping company are on the same page. Ask the shipper for clarification if the terms of the contract are unclear or unfamiliar. If there are terms that you think are unfair, request that the shipper change the language. Engage your own team and make sure that you're comfortable with the terms and conditions contained in the agreement as well as the operational requirements that are imposed on you by the shipper.

When it comes to understanding, reviewing and signing contracts, the tips provided in this article can only get you so far. It is important to discuss any concerns that you have with your attorney or seek the advice of a qualified attorney if you do not have one. While our hope is always that each and every shipment goes according to plan, the tips provided in this article are provided to assist you in establishing good practices to keep in mind when engaging new shippers and signing new shipping agreements. ■

## BEFORE SIGNING YOUR NEXT SHIPPING AGREEMENT

1



**Understand the implications**

2



**Read & review entirely**

3



**Ask for clarification**

4



**Discuss concerns with your attorney**

Protective's Loss Prevention & Safety Services Department prides itself on offering a wide variety of innovative programs and services to help customers reduce their risk exposure, successfully handle and analyze incidents, and proactively improve their fleet's safety. In this occasional series, we will highlight some of the loss prevention and safety programs available to Protective customers.



# SPOTLIGHT

## ON SAFETY RESOURCES

### **SAFETYBOX™**

#### **RISK MANAGEMENT & DRIVER QUALIFICATION SOFTWARE**

Protective is proud to offer discounted rates on SAFETYBOX™, a safety, compliance and risk management software for the transportation, insurance and warehousing industries. SAFETYBOX™ was developed by PITT OHIO, a transportation solutions provider with one of the highest rated safety departments in the industry. This innovative software helps you put safe, compliant and well-trained drivers on the road.



SAFETYBOX™ integrates all of your existing databases into one convenient and secure online location to create unprecedented work process efficiencies and overhead cost savings.

All of your data is organized within easy-to-use modules. Generating and running reports has never been faster or simpler!

#### **BENEFITS OF SAFETYBOX™**

##### **FUNCTIONALITY**

- Facilitates predictability analysis, highlighting areas of exposure for remedial action
- Includes seamless software support through PITT OHIO'S SUPPLY CHAIN service
- Generates letters to employees for commendation or discipline
- Automates reporting via email

##### **CUSTOMIZATION**

- Data is organized in modules, customized to meet your team's specific needs
- Flexibility of system to measure what is important to your organization

##### **EFFICIENCY & EASE**

- Captures, tracks and maintains information by location, position or employee
- Creates efficiencies so you can do more with less
- Integrates with many other software systems

##### **SAFETY & SECURITY**

- Serves as a single, secure and current digital hub with document and photo uploading capabilities
- Utilizes firewalls to ensure integrity and confidentiality

For more information about SAFETYBOX™ please contact **(800) 366-7488 x6206** and be sure to mention Protective Insurance Company.

## SUPERVISION FLEET MONITORING

### IDENTIFY RISKY DRIVERS WITH CONTINUOUS OVERSIGHT

If a serious violation or license suspension happens between MVR pulls, you could be putting your company at risk. SuperVision allows you to monitor your employees' driving records on a continuous, ongoing basis.

SuperVision alerts you when a driver's license is expired, suspended, revoked or cancelled, regardless of whether a license is suspended for a moving violation or a non-moving violation like unpaid child support, failure to appear or unpaid parking tickets.

With SuperVision, you will receive email alerts about any moving violations, suspensions or revocations on your driver roster. Take advantage of automated MVR ordering and a convenient web-based application that provides instant access from your desktop, laptop or tablet. No other fleet monitoring service provides faster updates or covers more of the country.

Visit <http://www.esupervision.com/get-started>. Complete all fields and list "Protective Insurance Company" as the referral code to receive special pricing.



## SR MAX SLIP RESISTANT SHOES

### REDUCE SLIPS AND FALLS BY 70%

Protective cares about you and wants to help keep you safe. Over 30% of our drivers' injuries are a result of slipping and falling. More than 400 drivers tried out SR Max slip resistant shoes and reduced their slip and fall injuries by 70% in a four-month period!

We are so excited about the results, we are providing a discount off every pair of SR Max slip resistant shoes you buy. This is just one way Protective shows we care about reducing injuries and keeping insurance costs low.

To access this program, please email us at [lossprevention@protectiveinsurance.com](mailto:lossprevention@protectiveinsurance.com) or call us at **(800) 644-5501 x7341**. We will provide you with a link to the SR Max online store and a username and password. Be prepared to provide your name, company/contractor name, and policy number or contractor ID number to take full advantage of the discounts.



## DRIVECAM

### VIDEO SAFETY TECHNOLOGY

DriveCam is a video-based driver safety program that harnesses the power of video, predictive analytics and a cloud-based platform to help improve driver safety, exonerate drivers from false claims and significantly reduce collisions and related costs. Protective is pleased to offer the industry-leading DriveCam Program to our insureds through a special program designed to help fleets and drivers be safe on the road.

Lytix™ is the pioneer and market leader in video-based driver safety, with more than 15 years of experience and 25 billion miles protected. The DriveCam Program can improve safe driving behavior and help exonerate drivers when another vehicle is at fault in a collision.

To learn how DriveCam can help you prevent collisions, reduce costs and improve efficiency, contact Lytx™ at **(858) 380-3076**. ■



The American Trucking Associations' (ATA) National Truck & Industrial Safety Contests recognize the **extraordinary safety accomplishments of motor carriers** across the United States by operation type and size. Carriers are judged on their safety records relative to others within their classes of competition. Safety records are determined from the carriers' vehicle collision rates or lost workday case rates.

Protective was proud to sponsor the 2016 National Driver of the Year Award, which was given to **Frank Calvert of AAA Cooper Transportation**.

We congratulate all of our customers who were recognized for their commitment to safety.

## ATA President's Trophy

OVER 100 MILLION MILES

**Old Dominion Freight Line, Inc.**  
Thomasville, NC

*Sam Faucette, Vice President of Safety and Compliance*

**1st place** General Commodities LTL/Line-Haul,  
Between 10 – 50 Million Miles

## ATA National Truck & Industrial Safety Contest Results

**Central Freight Lines, Inc., Fort Worth, TX**

*Thomas Weeks, Director of Safety*

**2nd place** General Commodities LTL/Line-Haul,  
Up to 10 Million Miles

**3rd place** General Commodities LTL/Local,  
Between 10 – 100 Million Miles

**Daily Express, Inc., Carlisle, PA**

*Kristin Smith, Vice President of Risk Management*

**3rd place** Heavy Hauler, Unlimited Miles

**D.M. Bowman, Inc., Williamsport, MD**

*Barry Wertz, CSS, Director of Risk Management and Safety*

**1st place** General Commodities LTL,  
Up to 1,000 Employees

**2nd place** General Commodities LTL/Local,  
Up to 10 Million Miles

**3rd place** General Commodities Truckload/Local,  
Up to 25 Million Miles

**3rd place** Flatbed, Unlimited Employees

**FedEx Express — US Ops Division, Memphis, TN**

*Thomas E. Lopez, Managing Director of Corporate Safety, Health and Fire Prevention*

**1st place** General Commodities LTL/Line-Haul,  
Up to 10 Million Miles

**2nd place** Miscellaneous Fleets/Local, Unlimited Miles

**3rd place** General Commodities LTL,  
Up to 1,000 Employees

**FedEx Freight, Inc., Harrison, AR**

*Rodney Myers, Managing Director of Safety*

**2nd place** General Commodities LTL,  
Over 5,000 Employees

**FedEx Ground Package System, Inc.,  
Moon Township, PA**

*Kimberly Whigham, Managing Director of Safety*

**2nd place** Miscellaneous Fleets/Line-Haul,  
Unlimited Miles

**3rd place** Miscellaneous Fleets, Unlimited Employees

**Lester R. Summers, Inc., Ephrata, PA**

*Steven K. Freysz, CDS, Director of Safety*

**2nd place** Heavy Hauler, Unlimited Miles

**3rd place** Flatbed/Line-Haul, Under 10 Million Miles

**Old Dominion Freight Line, Inc., Thomasville, NC**

*Sam Faucette, Vice President of Safety and Compliance*

**3rd place** General Commodities LTL,  
Over 5,000 Employees

**Pitt Ohio, Pittsburgh, PA**

*Jeff Mercadante, CDS, Vice President of Safety*

**1st place** General Commodities LTL/Line-Haul,  
Between 10 – 100 Million Miles

**1st place** General Commodities LTL,  
Between 1,001 – 5,000 Employees

**2nd place** General Commodities LTL/Local,  
Between 10 – 100 Million Miles

## ATA Improvement Awards

These awards are given to each carrier that reduced its collision rate or lost workdays from the preceding year. Special recognition is given to the carrier in each division that achieved the greatest reduction.

### FLEET SAFETY IMPROVEMENT CERTIFICATES

**Central Freight Lines, Inc.**

General Commodities/LTL

**Daily Express, Inc.**

Heavy Hauler

**FedEx Express – US Ops Division**

General Commodities/LTL

Miscellaneous

**Lester R. Summers, Inc.**

Flatbed

Heavy Hauler (Division Winner)

**Pitt Ohio**

General Commodities/LTL

### INDUSTRIAL SAFETY IMPROVEMENT CERTIFICATES

**D.M. Bowman, Inc.**

General Commodities/LTL

**FedEx Express – AGFS Division**

Miscellaneous (Division Winner)

**FedEx Freight, Inc.**

General Commodities/LTL

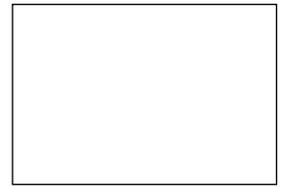
**Pitt Ohio**

General Commodities/LTL

## Transportation Security Council Awards

**Old Dominion Freight Line, Inc.**

Excellence in Claims & Loss Prevention, LTL  
Division ■



There are four main reasons why this

# FIGHT AGAINST HUMAN TRAFFICKING

should matter to you:

## 1. MORAL

Freedom is one of the basic values men and women have fought and died to protect for our country. Every person has a moral responsibility to fight this crime, which not only denies freedom to thousands of Americans but exploits, oppresses and abuses those who are often least able to fight for themselves.

## 2. OPPORTUNITY

Members of the trucking industry are often in locations frequented and targeted by traffickers to sell victims. Because they have a greater opportunity to both see and report it, they need to be educated and equipped to do that ... victims recovered and perpetrators arrested.

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## TAKE THE PLEDGE

I pledge to report, not ignore, incidents of potential human trafficking, and I will encourage my drivers to do the same.

Visit [www.protectiveinsurance.com/stop-trafficking](http://www.protectiveinsurance.com/stop-trafficking) and sign the Pledge to Report Human Trafficking. **One call can save a life.**

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## 3. BUSINESS RISKS

Inaction when trafficking is seen or suspected can result in substantial risks for companies, as well as drivers and other employees. These include, but aren't limited to:

**Safety** – Trafficking victims may/may not carry sexually transmitted diseases picked up from those who use and abuse them. They may also have orders to steal from someone they're sold to.

**Reputation** – A company or organization's reputation may be at risk if news stories talking about an employee's involvement in trafficking, either as a seller, transporter or buyer, are broadcast.

**Legal** – Employees caught engaging in human trafficking, whether buying or selling, will face felony charges. The load being transported will be impounded if an arrest is made. Often, a hearing is required for the company to retrieve the load.

## 4. FINANCIAL

Impounded loads cost the company financially, whether from:

- Loss of customer satisfaction and retention
- Loss of revenue because the load isn't moving or
- Potential legal fees for securing the load's release