



SAFETY MANAGEMENT COUNCIL

Meeting Minutes Thursday, September 8th, 2011 Wyndham Riverfront Hotel, North Little Rock

Call to Order

Introduction

Jason Wing of ABF Freight Systems, ATA-SMC Chairman, began with an introduction and welcomed everyone to the meeting.

Reading of the Minutes

- a. "The minutes from the last meeting were posted on the ATA website on the Safety Management Council page. Do I have a motion to waive the reading of those minutes and approve them as written?"

Self Introductions

Announcements

UPCOMING EVENTS

Annual Tailgate Party

Saturday, September 10th

Time: 2:00pm – 6:00pm

Location: War Memorial (on W. Markham across from Wendy's)

*Tailgate passes can be purchased on location the day of the event! More information is included in the flyers that are located on each of the tables.

Truck Driver Appreciation Day

Wednesday, September 14th

Time: 10:00am – 2:00pm

Location: Love's Travel Stop, Interstate 40

Westbound, Galloway Exit 161, North Little Rock

Sponsors Include:

ABF Freight Systems, Inc.

Concentra Medical Centers

FedEx Freight

Marrlin Transit, Inc.

Pilot Flying J

CalArk International, Inc.

Diamond International

Tyson

Comdata

CorVel Corporation

LEB Trucking

McKee Foods Transportation, LLC

Stallion Transportation Group

WalMart Transportation

Willis Shaw Express

NATMI Seminars:

CSS and CDS Fleet Safety Certification

Date: September 13-16

Location: Little Rock

Transportation Risk Management

Date: Sept 29th

Location: Little Rock

CVSA N.A. Roadside Inspection Familiarization Seminar

Date: October 5, 2011

Location: Little Rock

Driver Compliance Seminars (instructed by Jimmy Sill):

Accident Prevention & Preservation

Date: September 21st

CSA & Beyond

Date: September 22nd

*****Information regarding the events mentioned can be found on each of the tables and on the ATA webpage.**

October SMC Meeting

October 13th in Ft. Smith

Presentation

Topic: Distracted Driving

Presenter 1: Dennis Hilton with CalArk International, Inc. discussed distracted driving from a motor carrier's perspective and what CalArk is doing to bring awareness to the organization and prevent distracted driving.

Presenter 2: Dennis Shinault, Director of Loss Prevention at Baldwin & Lyons, Inc., provided information on dealing with distracted driving in your organization. He offered ideas on how to implement and enforce a company distracted driving policy, as well as tips to positively reinforce the policy within your organization. The topics that were discussed are provided below.

- Change in driving culture
- Distracted Driving Facts
 1. Drivers using cell phones look but fail to see up to 50% of the information in their driving environment
 2. NSC estimates that 25% of all crashes involve a cell phone

- 3. NHTSA estimates that at any given time, 11% of drivers are talking on cell phones.

- Listed Driving Distractions
- Types of Distractions
 1. Visual – Eyes off road
 2. Mechanical – Hands off wheel
 3. Cognitive – Mind off driving
 4. Auditory – Unnecessary sounds drowning out important sounds
- Distracted Driving Facts – Commercial Drivers

Other activities while driving that increases odds of a crash

Action	Increases Collision Potential
Text Messaging	23.24 times more likely
Interact w/ look at dispatching devices	9.93 times more likely
Look at map	7.02 times more likely
Dial a cell phone	5.93 times more likely
Write on pad, notebook, etc.	8.98 times more likely
Use/reach for other electronic device	6.72 times more likely
Personal Grooming	4.48 times more likely

- The Reality
- “In the Courtroom” (Vicarious Liability)
- Multi-Tasking: A Brain Drain
 1. Encoding Stage
 - Brain filters information due to overload
 - Drivers not aware of information filtered out
 - Information does not get into memory
 - Drivers miss critical information on potential hazards
- Cell Phone Policies
- How to engage your drivers
- Faces of Distracted Driving videos

**A Power Point Presentation was utilized for the topics discussed and can be found on the ATA Webpage

Meeting Adjourned