



FORESTRY MUTUAL NEWS

Newsletter of the Forestry Mutual Insurance Company

Vol. 20, Issue 1

INSIDE THIS ISSUE...

- The President's Desk.....1
- CLA Annual Meeting.....1
- The SawShop 2
- Agency Corner 3
- Winter Driving Alert 3
- Directory 4

Forestry Mutual Board of Directors

Chairman

Michael Walters

Directors

Tommy Barnes

Chip Capps

Joel Cathey

Paul Davis

Randy Denman

Candace Dinwiddie

Joey Ferguson

John Hatcher

Mike Macedo

Bernard Rose

Marshall Thompson

Matt Thuman

Forestry Mutual

Insurance Company

801 Jones Franklin Road

P.O. Box 19467

Raleigh, NC 27619-9467

(800) 849-7788

www.forestrymutual.com

FMIC Agency

P.O. Box 19467

Raleigh, NC 27619

(866) 755-0344

www.forestrymutual.com

FROM THE PRESIDENT'S DESK...

As we make our way through the first quarter of the new year, we find ourselves in the same situation in terms of our trouble area in claims. Vehicular wrecks again lead the way in terms of the number of incidents and subsequent cost of claims.

A quick glance at the national commercial auto rates shows that they have gone up over 50% on average, but the losses for this category is still over 100%. At some point, we must realize that just adding a rate is not fixing the problem. The only way I see to fix this problem is to change the culture of our owners and drivers. The ebbs and flows of the production goals within the forest products community adds to the already challenging proposition to finding and keeping good drivers.

I would like to remind all of our policyholders that if you have CDL drivers, your company should have already signed into the Federal Motor Carriers clearing house. The deadline was January 6, 2020. If you have not done this yet and need assistance with this, please do not hesitate to contact your Loss Control Representative.

While trucking rates are at an all-time high, the flip side of the coin is that workers compensation insurance rates are staying

remarkably low.

I know I sound like a broken record about trucking, but this is a serious nationwide situation. I do not see any immediate relief. To get insurance companies interested in either entering the marketplace or to have existing carriers provide better quotes, the forest products community must start producing a better loss history.

In terms of communications and training, Forestry Mutual is starting to become more engaged in the social media arena. We are now posting events and training sessions on Facebook. We are also updating our website to make it more user friendly for you to get training materials.

In 2019, Forestry Mutual selected a committee to start producing short safety videos to focus on areas of concern based on current claims. So far, the committee has produced four videos. Two were designed for sawmills and two aimed at helping logging operations. If you are interested in viewing these, please contact your Loss Control Representative. This committee is working on adding more safety videos for 2020. Some of these will be dealing with commercial trucks. If you have a topic for a safety video that you think would help our industry, please contact us.

As always, we appreciate your business and wish all our policyholders a safe and prosperous 2020!

Sincerely,

Keith S. Biggs



Keith Biggs

FORESTRY MUTUAL TITLE SPONSOR AT CLA

The Carolina Loggers Association held its Annual Meeting entitled "Let's Make Logging Profitable Together" in March in Wilmington, NC.

The event kicked off with a Hogs and Lagers reception on Friday evening and was followed by a speaking program on Saturday morning that highlighted how partnerships and alliances by like-minded forestry organizations can make a significant impact on the business, legislative and regulatory fronts.

The CLA raised over 22,000 dollars for Log A Load for Kids as part of the awards ceremony on Saturday evening. ■





THE SAWSHOP

by Bryan Wagner
Chainsaw Trainer for
Forestry Mutual

BE ON THE LOOK OUT FOR DEADWOOD AND SNAGS

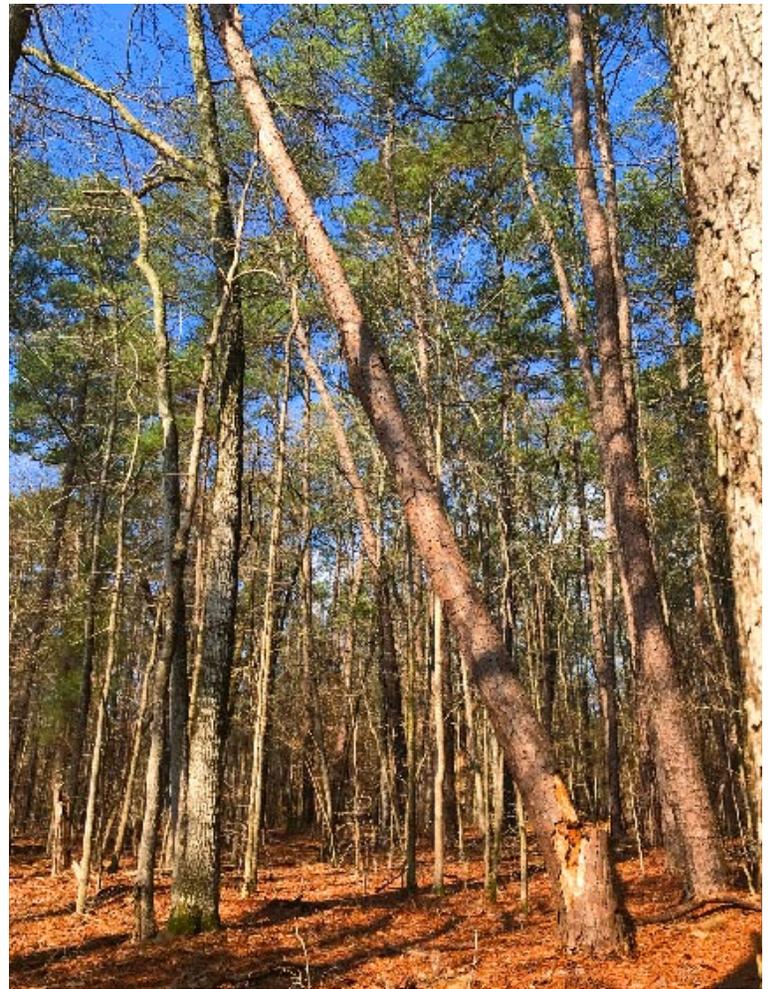
Overhead hazards in the logging woods have wreaked havoc to our forest industry for years. An overhead hazard incident or being struck from above can prove to be catastrophic. Usually a ‘struck-by’ incident involves the upper body, which includes the head, neck and/or spinal column. Whether the job is fully mechanized or a manual operation using chainsaws, the risk from above is present.

Many of the recent incidents have involved logging crews with mechanized felling equipment. With that said, dead trees and snags affect everyone in the woods. I feel the best way to address this issue is to push awareness to this problem. Forest industry owners and management people should constantly keep employees aware of the dangers and consequences of the overhead hazards that lurk in their work place. Risk must be identified and dealt with to prevent a loss. Please take the time to have a safety briefing with your crew on OVERHEAD HAZARDS. LOOK UP!!

- Use approved and well maintained personal protective equipment (PPE) for head protection.
- Look and scan at least 50 ahead on your ground path. Look for vines that could affect standing timber.
- Look and scan for at least 100 feet ahead for all overhead hazards, especially dead trees and snags.
- Do not place your body under anything that can fall due to gravity or the loss of hydraulic pressure.
- Maintain at least two tree lengths from all felling areas. (300 feet or 100 yards)
- Be visible, wear high visibility clothing.
- Maintain communication with everyone in the work area.
- Never walk into a work area with running or moving equipment until the equipment is stopped, engine cut-off and the hydraulic attachments grounded.

The **Heads Up for Hazards** program is a great way to start and maintain your crews’ awareness to overhead hazards and possibly death from above. Let’s focus a little deeper on how to deal with the risk from dead trees and snags on our logging jobs. The life you save may be your own!!

- Dead trees and snags shall be removed when at all possible.
- If the situation is too dangerous, isolate and flag the affected area, no one is allowed near the hazard.
- Use mechanical means to remove dead trees and snags. Never attempt to manually remove such hazards when the mechanical option is available!
- If mechanical help can’t access the area of the deadwood, assess the situation. Is the tree stable enough to put on the ground manually? Your five-part felling plan will help you make a good decision!!
- If the tree can be safely cut, I recommend you make your face-notch “belt-high”. Using a higher than normal face-notch lets



the timber-cutter stand erect while making his back-cut. The simple fact of this technique is less spinal column exposure. Being “bent-over” in a standard felling position exposes the spinal column from your head to your tail bone, if you stand up, that exposed area is reduced by half. Looking up is also easier if you are standing.

- Generally speaking, don’t force a dead tree. Hitting a wedge in a dead tree may cause debris to fall from its top. I usually cut the tree with its front lean, this will give you the option to make an accurate path of fall, one side or the other. It is very important that you avoid hitting adjacent timber in fear of thrown or flying objects from above.
- What type of a back-cut are you going use? I usually will recommend using a conventional back-cut on dead trees. Dead trees are dead FIBER! The controlled-release back-cut will not work effectively if the decayed hinge breaks, again use your felling plan.
- **ESCAPE** from the falling snag! Eyes to the sky!!
- **REVIEW** rule number three - **DO NOT MANUALLY FELL DEAD TREES AND SNAGS IF MECHANIZED EQUIPMENT IS AVAILABLE!**

The risk of dead trees and snags has always been present in the logging woods. The use of good and well-maintained PPE helps reduce injury from above. More importantly, if the employee is trained to recognize and properly deal with a situation, his PPE will become his second line of defense. Good decisions lead to reduced risk. Lessened risk prevents or lessens the chance of an injury. Until next time **LOOK UP AGAIN!** ■

AGENCY CORNER

by Nick Carter, Forestry Mutual

I hope the new year has brought your company new promises for 2020. As many of you know, a 25-year employee of the company, Jimmie Locklear, decided to hang up his hardhat this past December. Jimmie will not only be missed within our company, but by all the policyholders he worked with for many years and fellow friends of the forest products community. He was a great asset to the agency, Forestry Mutual and the industry.

I can assure you we have taken every step at FMIC Insurance Agency to try and fill his void. We will continue to build new relationships with our valued customers that Jimmie has taken care of all these years, and we look forward to strengthening those relationships going forward.

We are proud to announce that we have integrated an online pay feature for all agency customers. Over the years we have experienced several issues with the mail system so hopefully this online process will streamline payments for everyone. There are two options - credit card and ACH pay. There is a 3.25% fee for credit card users and only a \$3.00 for ACH. This can be setup to be saved or just for a one-time use.

FMIC Insurance Agency, Inc. will be launching a new website, www.fmicagency.com, in the coming weeks to better serve the needs of our policyholders. Insureds will be able to access the online pay portal as well as download valuable information.

We are actively seeking a field sales producer for our agency for the state of Mississippi. We will have this individual in place actively soliciting business by the second quarter of 2020.

We are pleased to be a subsidiary of Forestry Mutual and the work the loss control staff is doing. If your company has not taken advantage of the truck driver awareness training the staff is doing, then you are missing out on a great opportunity to educate your truck/crew cab drivers of general safety awareness on the road that could save your company hundreds of dollars in the long run.

If there is anything our staff can do to better serve your needs during these tough economic times, please do not hesitate to ask. We value our partnership and look forward to growing our relationships further. ■



South Carolina Timber Producers President Crad Jaynes (right) presented Forestry Mutual's Jimmie Locklear with its President's Award for Locklear's dedicated years of service to the forest products community. Jimmie was joined by his wife, Ruth Ann.

CELL PHONES: LEADING CAUSE OF TRUCK ACCIDENTS

by Jimmy McCraney, Forestry Mutual

Cell phones are being used by truck drivers more than ever before. According to research studies, the use of a cell phone in the trucking industry increases the risk of having an accident four-fold. Another study found that by just having a cell phone in a truck increased the risk of being involved in an accident by 60 percent.

Truck drivers are cautioned not to drive while distracted, but driver distractions are causing many fatal accidents. The truth is that there are many distractions while driving—we are probably all distracted at some point when we really should be focusing on driving. But it is vital that truck drivers provide attention to the road to avoid causing an accident. Need proof?

Recently, a 17-year old young girl was killed when a tractor trailer crashed into the side of her school bus. Although investigators do not believe speed was a factor in the accident, they say the driver of the tractor trailer was talking on the cell phone and did not see that the bus in front of him had stopped. The truck crashed into the bus without the driver ever hitting the brakes. Eight other students and the driver were critically injured.

The truck driver is facing negligent homicide charges and a civil lawsuit has been filed. But worse.... the truck driver will live with the memory of having caused an accident that resulted in the loss of a life, forever. The mother who assisted in medical assistance for her children from the burning bus filed a lawsuit against the truck driver, alleging negligence on the truck driver. She had three children on the bus and one daughter died.

Most states do not have laws against talking on the cell phone while driving. However, it is easy to see that talking on a cell phone or even worse, sending text messages, can be a major distraction while driving a tractor trailer. In addition to not paying attention to the road ahead, the driver also loses the full use of one arm while holding the cell phone up to his ear, making controlling the truck a difficult task.

Driver inattention is a growing concern for trucking safety. Controlling a tractor trailer requires full attention to the truck and the road ahead, but drivers can easily be distracted by any number of things, including the CB radios which share at least an equal concern. Driver inattention is being blamed for many accidents. You need to ask yourself; is talking on a cell phone while driving worth that kind of irresponsibility and changing the life of others for a lifetime.

Many truck drivers say they can handle talking on their cell phone, CB radio and drive at the same time, but there is too much going on to pay proper attention to traffic. How can a driver honestly say they can talk on a phone, pay attention to their speed, navigate the road, watch traffic lights, monitor nearby vehicles and watch for unexpected traffic patterns up ahead? It is too much for anyone to do at once and it is especially dangerous if the person is driving a tractor trailer.

(continued on page 4)

ONLINE OPTION STREAMLINES RENEWALS

Over the past couple months, we've received calls from concerned policyholders about the postal service returning their payment saying the Forestry Mutual's address wasn't valid or was undeliverable. We understand that this is not our policyholder's fault and will work with those affected. To ensure coverage continues without problem, Forestry Mutual encourages policyholders to utilize the online payment option.

To request more information please call our office at the following number and we will be more than happy to help: (800) 849-7788. ■

Unfortunately, it only takes one accident to end a life. So, while the drivers of tractor trailers involved in the accidents may have learned a lesson about paying attention while driving, those killed in the accidents are gone forever and their families are left to deal with their grief.

Cell phones do not cause a trucking accident - drivers using a cell phone can cause an accident. ■

HOMELAND SECURITY INCLUDES FOREST PRODUCTS IN ESSENTIAL CATEGORY

As the Nation comes together to slow the spread of COVID-19, on March 16th, the President issued updated Coronavirus Guidance for America. This guidance states that: “If you work in a critical infrastructure industry, as defined by the Department of Homeland Security, such as healthcare services and pharmaceutical and food supply, you have a special responsibility to maintain your normal work schedule.”

In the “Guidance on the Essential Critical Infrastructure Workforce: Ensuring Community and National Resilience in COVID-19 Response” there is a specific listing for forest products: “Workers who support the manufacture and distribution of forest products, including, but not limited to timber, paper, and other wood products. ■

Forestry Mutual Insurance Company
801 Jones Franklin Road, Suite 100
Raleigh, NC 27606



Presorted Standard
U.S. Postage
PAID
Raleigh, NC
Permit No. 1910

PROLOGGER DEADLINE FOR CLASS EXTENDED

The North Carolina Forestry Association in coordination with the North Carolina Sustainable Forestry Initiative - State Implementation Committee (NC SFI-SIC) has elected to extend the deadline to complete the required ProLogger Module 20 training until September 30, 2020 due to the COVID-19 (coronavirus) outbreak. This extension DOES NOT apply to ProLogger dues, which are still due by June 30, 2020. ■

Emma Turner.....Account Manager.....919-745-4966
Sheila Earls.....Account Manager.....919-745-4967
Chris Covington.....Account Manager.....919-745-4964
Lindsey Burns.....Account Manager.....919-745-4965
Judy Angley.....Account Representative.....919-745-4968

REMOTE OFFICE STAFF

Alan Schaefer.....Account Executive.....912-414-9778
Chris Huff.....Account Executive.....919-810-9485
Eddie Campbell.....Account Executive.....919-770-6132

FIELD STAFF

Thea Barber.....Customer Service Agent.....919-760-6878
Melanie McKee.....Customer Account Agent.....919-745-4963
Susan Ogden.....Accounting Administrator.....919-745-4961
Nick Carter.....Manager.....803-669-1003

RALEIGH OFFICE

FMIC AGENCY MARKETING

Jason Townley.....Field Rep. - Area 41.....478-796-1453
Phillip Sligh.....Field Rep. - Area 20.....843-244-0487
David McLean.....Field Rep. - Area 3.....910-303-0396
Scott McKee.....Field Rep. - Area 11.....540-392-3997
Brian Macanka.....Field Rep. - Area 1.....919-631-1827
Jeremy Helton.....Field Rep. - Area 30.....731-225-2087
Greg Helton.....Field Rep. - Area 5.....828-442-3143
Justin Guyer.....Field Rep. - Area 50.....731-343-1936
Shawn Fulks.....Field Rep. - Area 10.....434-755-1004
Paul Dyess.....Field Rep. - Area 40.....912-944-7274

FIELD STAFF

Bryan Wagner.....Chainsaw Trainer.....252-916-3376
Jimmy McCraney.....Safety Trainer/Field Rep. Area 6.....704-301-2919

TRAINERS

Greg Plumley.....Director of Loss Control.....(804) 712-5007

FMIC LOSS CONTROL

Kim Richmond.....Staff Accountant.....919-747-7514
Nancy White.....Controller.....919-760-4961
Amy Almond.....CFO.....919-747-7513
Jenny Clawson.....Administrative Assistant.....919-760-4815
Brittany Rhinehart.....Project Manager.....919-747-7596
Coy Baker.....Operations Manager.....919-747-7511
Keith Biggs.....President.....919-880-1006

FMIC RALEIGH STAFF

DIRECTORY



FORESTRY MUTUAL NEWS

Newsletter of the Forestry Mutual Insurance Company

Vol. 20, Issue 2

INSIDE THIS ISSUE...

- The President's Desk.....1
- CPDP1
- The SawShop 2
- Agency Corner 3
- The Risk Assessment..... 3
- Directory 4

Forestry Mutual Board of Directors

Chairman

Michael Walters

Directors

Tommy Barnes

Chip Capps

Joel Cathey

Paul Davis

Randy Denman

Candace Dinwiddie

Joey Ferguson

John Hatcher

Mike Macedo

Bernard Rose

Marshall Thompson

Matt Thuman

Forestry Mutual

Insurance Company
801 Jones Franklin Road
P.O. Box 19467
Raleigh, NC 27619-9467
(800) 849-7788
www.forestrymutual.com

FMIC Agency

P.O. Box 19467
Raleigh, NC 27619
(866) 755-0344
www.forestrymutual.com

FROM THE PRESIDENT'S DESK...

Twenty-twenty is surely a different year than I have ever experienced before in my life. I am sure you can say the same. Covid19 has changed the economy and lifestyles as we have never seen before.

Fortunately, Forestry Mutual was as prepared as we could be to handle this crisis. We successfully shifted our employees from an office setting to be able to work remotely. People frequently ask me how Covid19 has impacted our business. My answer is simple: Not nearly as much as the forest products industry's downturn.

On a really brighter note, 2019 ended up being another great year for our company as we once again grew our business and surplus. This is important when you consider that workers compensation rates continue to drop, but the cost of claims is increasing. Covid19 has added to these costs in a subtle way since doctor's appointments

and physical therapy sessions have been postponed, adding time for claimant to return to the job.

We had a lot of truck driver training classes scheduled for 2020, but we were forced to postpone them due to Covid19. These classes will begin again once we are able to conduct them safely.

The Loss Control Department has developed individual training material for truck drivers than can be done onsite while waiting to be loaded. They have also produced another training video that pertains to truck driving. They have a couple more training videos scheduled to be produced in the near future. Our staff is never idle always trying to figure out things that can help our policyholders maintain a safe work environment for their employees.

Please be safe and contact me if you have any questions! Thank you for your business.

Sincerely,

Keith S. Biggs



Keith Biggs

CRASH PREVENTABILITY DETERMINATION PROGRAM (CPDP)

The FMCSA announces the start of the Crash Preventability Determination Program (CPDP). Under this program, if you have an eligible crash that occurred on or after August 1, 2019, you may submit a Request for Data Review (RDR) with the required police accident report and other supporting documents, photos, or videos through the Agency's DataQswebsite.

On July 27, 2017, FMCSA announced a Crash Preventability Demonstration Program to evaluate the preventability of eight categories of crashes through submissions of Requests for Data Review to its national data correction system known as DataQs. On August 5, 2019, based on experiences with the demonstration program, FMCSA proposed a new CPDP with a streamlined process. Based on comments received in response to the August 2019 proposal, FMCSA established the CPDP which will expand the types of



eligible crashes, modify the Safety Measurement System to exclude crashes with not preventable determinations from the prioritization algorithm and note the not preventable determinations in the Pre-Employment Screening Program. The following crash types are eligible for participation in the program:

Struck in the Rear type of crash when the CMV was struck:

(continued on page 2)



THE SAWSHOP

by Bryan Wagner
Chainsaw Trainer for
Forestry Mutual

THE “OTHER” INCIDENTS

As if we were not already aware, logging is an inherently dangerous occupation. As an industry, we must stay focused and aware of the risks specific to the tasks that we are performing. As an insurance company, we constantly drill loss control and training towards the manual felling and topping areas of a logging job, which is warranted, but we also have seen an increase in “other” types of incidents.

Injuries have been reported while performing “normal” maintenance on logging equipment. Remember, every task on a logging job has its own specific risk or hazard. We must constantly be aware and focused on where the specific risk is on the job that we are doing. Highlighted are some risk areas that seem to need attention, according to recent claims reported.

- *Are lock-out, tag-out procedures being followed? EVERY TIME?*
- *After the machine is properly locked out, do you have a steady, safe place to perform your work? Are your boots muddy? Is the machine free from oil or grease that may cause a slipping incident?*
- *What’s going to happen if this wrench slips? Will I be injured from a fall, or will I injure my hands? Am I using the proper tool for the job?*
- *Are you focused on Slip/Trip and Fall issues associated with the deck area? Loose bark, logging mats, and mud are responsible for numerous “other” claims.*
- *Are your employees using their seat belts? EVERY TIME?*
- *Are eye and face protection being used? EVERY TIME?*
- *Is hearing protection used when needed?*
- *Is proper three-points of contact mounting and dismounting being used? EVERY TIME?*
- *Is care being taken while backing vehicles? Are there “blind-spots”?*
- *Are workers reminded of the dangers around the deck area? This is a very busy place. Is high visibility clothing being used? Can you see me? Am I in a safe place?*
- *Am I visible? Am I in a “blind spot”? Is there “sun-glare” present?*
- *Pulling or pushing stuck trucks or logging equipment, where’s your body? Are you in a safe place if the cable or chain brakes?*



As you notice, most of the safety questions involve being seen, or visible and keeping the body in a safe position. If the body is not in a bad position, it isn’t injured there! We at Forestry Mutual are in the process of requiring all employees to wear high visibility clothing. We feel that this inexpensive requirement gets rid of a lot of risk.

If I can see you, I’m not going to hurt you! The questions asked above seem to be basic, but a great deal of risk can be reduced by following them. The goal is to have employees get in the truck to leave the job, the same way they got there in the morning, healthy and safe! ●

Crash Preventability... (from page 1)

- in the rear or on the side at the rear.

Wrong Direction or Illegal Turns type of crash when the CMV was struck:

- by a motorist driving in the wrong direction; or
- by another motorist in a crash when a driver was operating in the wrong direction; or
- by a vehicle that was making a U-turn or illegal turn.

Parked or Legally Stopped type of crash when the CMV was struck:

- while legally stopped at a traffic control device (e.g., stop sign, red light or yield); or while parked, including while the vehicle was unattended.

Failure of the other vehicle to Stop type of crash when the CMV was struck:

- by a vehicle that did not stop or slow in traffic; or
- by a vehicle that failed to stop at a traffic control device.

Under the Influence type of crash when the CMV was struck:

- by an individual under the influence (or related violation, such as operating while intoxicated), according to the legal standard of the jurisdiction where the crash occurred; or
- by another motorist in a crash where an individual was under the influence (or related violation such as operating while intoxicated), according to the legal standard of the jurisdiction where the crash occurred.

Medical Issues, Falling Asleep or Distracted Driving type of crash when the CMV was struck:

- by a driver who experienced a medical issue which contributed to the crash; or
- by a driver who admitted falling asleep or admitted distracted driving (e.g., cellphone, GPS, passengers, other).

Cargo/Equipment/Debris or Infrastructure Failure type of crash when the CMV:

- was struck by cargo, equipment or debris (e.g., fallen rock, fallen trees, unidentifiable items in the road); or crash was a result of an infrastructure failure.

Animal Strike type of crash when the CMV:

- struck an animal

Suicide type of crash when the CMV:

- struck an individual committing or attempting to commit suicide

Rare or Unusual type of crash when the CMV:

- Was involved in a crash type that seldom occurs and does not meet another eligible crash type (e.g., being struck by an airplane or skydiver or being struck by a deceased driver). ●

AGENCY CORNER

by Alan Schaefer, FMIC Insurance Agency

SLOW IS SMOOTH, SMOOTH IS FAST

The trucking industry as a whole is operating on thinner margins than ever before. Contributing factors include driver shortage, rising insurance premiums, mill turn-around time, and overall operating costs.

In an industry with so many external factors affecting your profitability, it is imperative to focus on *controlling the controllables*. When it comes to the mills, rising insurance costs, weather, or economic downturn these factors, for the most part, are out of your control.

The number one controllable is speed. With the feast or famine industry we live in today, speed is more important than ever considering fuel and maintenance costs and increased risk exposure. Receiving mid-week cut-offs from the mill, our industry mistakenly can incentivize unsafe driving behavior. In the Southeastern United States, trucking can account anywhere from 25%-45% of timber harvesting costs thus transportation efficiency is a vital piece of the puzzle (Siry et al. 2006, TimberMart-South 2017).

According to American Trucker Magazine, every 5 mph over 65 mph represents a 7% decrease in fuel efficiency. On top of that, fuel prices are very volatile. An increase of just \$0.25/gallon can increase the cost of operating a log truck by almost \$4,000 per year.

Not only does speeding increase unnecessary fuel consumption, but it also increases annual maintenance costs. A single speeding ticket for 15+ over the speed limit can be the difference between a driver being approved or not approved by the insurance carrier. Given the current shortage of qualified drivers we all know too well, the “reward” of speeding is simply not worth the many risks that will eventually present themselves. This is not a matter of “if” but “when.”

Consider two loaded log trucks headed to the mill; truck A traveling at an average speed limit of 55 mph and truck B traveling 10 mph over at 65-mph. On a 40 mile haul, it will take truck A approximately 43.5 minutes to arrive at the mill and truck B’s trip will take approximately 37 minutes. The round trip “drive time” of Truck A is 87 minutes and round trip for Truck B is 74 minutes. All other factors considered constant, that is a round trip difference of 13 minutes. That being said, it would take almost 7 (6.69) round trips to the mill for Truck B to achieve an “additional load” over Truck A. If both trucks average three loads a day, that would be an additional 2.24 loads per week on a five-day work week. On a four-day week, that is only 1.79 additional loads. At the end of the day, your driver would be traveling at sustained speeds of 10+ over the speed limit to and from the mill for the benefit of roughly two extra loads per week.

When it comes to wear and tear, fuel consumption, endangering the public roadways and overall risk exposure, the juice is simply not worth the squeeze. All it takes is any truck to get stopped for traveling above the posted limit, and that time you were “making up” is completely negated. Not to mention your driver has now been cited for speeding and the repercussions in today’s insurance climate can be monumental.

(continued on page 4)

THE RISK ASSESSMENT

by David McLean, Forestry Mutual

ACCOUNTABILITY - A LEADER’S ROLE

In a previous article, Forestry Mutual’s Director of Loss Control, Greg Plumley, wrote about the definition of accountability. I would like to add to those comments and discuss the role of the owner or leader of an operation as it relates to accountability. In this article, we will use the words “owner” and “leader” as one and the same. An owner should always be viewed as a leader.



David McLean

As Greg stated in his article, “real, sustained accountability has to come from within the individual doing the work.” Accountability is not something that a leader gives to his or her employees, rather it is a mind-set that a leader should strive to instill in each of his employees. An employee should have the viewpoint that if something within his or her control goes wrong or fails, then it is his or her fault and *the buck stops here*. No one else is to blame if that person could control the outcome themselves.

As a leader, how do you instill this attitude or this frame of mind? How do you get each of your employees to have the mind-set that they are accountable for the outcome of whatever they do? Remember, accountability is saying “I have control over the outcome of this task or operation, and if it fails, it is no one else’s fault – it is on me.”

Well, there are a few key points that a leader must understand and embrace before he or she can expect their employees to take accountability for their work or actions. These points are:

1) Accountability starts with the owner/leader. As a leader, you are responsible for developing your operation’s culture and reputation. Part of that culture should be accountability, and you must demonstrate it at all times if you expect your employees to adopt that philosophy. If you make a commitment to an employee, then you must fulfill that commitment and make it clear that you are accountable for completing the task. If your operation fails to make a commitment to a customer, a vendor, or anyone else, you must demonstrate to your employees that you accept full accountability for that failure of your operation and that you will ensure necessary steps are taken to correct the failure.

2) Be consistent. Accountability can’t just happen when it is convenient or easy. As a leader, you must **ALWAYS** demonstrate that you are accountable for your operation. You should never offer up excuses for why your operation failed – not to those to whom you made the commitment, and certainly never to, or in front of, your employees.

3) Be consistent. Wait, wasn’t that Point 2? Yes, and it is also Point 3. Just as you have to consistently demonstrate your accountability, you also have to hold every employee accountable equally. Accountability can not just apply to your poor performer or an employee you don’t like. It can’t apply to all employees except a relative. It has to apply to **EVERYONE**.

(continued on page 4)

4) Be consistent. See a theme here? Accountability must apply at all times – meaning it has to apply even when you as a leader may understand perfectly why the employee failed. Let's take a situation where you have a great employee that always goes the extra mile. He never says “no” and is fully committed to your operation.

You **KNOW** this employee chose not to follow a safety procedure because he knew your business was under a commitment to get that last load out that day. Shortcuts were taken. While the employee knew better, he made a decision to take shortcuts to meet the deadline and, in his eyes, uphold your company's reputation. However, in doing so, another employee was injured.

So, while you understand **WHY** the employee failed to follow procedures, you must still hold that employee accountable. You never delegated to that employee the authority to make changes to procedures, and while his intentions were good, he still damaged your company's reputation. That wasn't his call to make – you must hold him accountable.

5) Accountability isn't easy, but it is essential. There will be times where one or more of your employees may feel your are being unfair. In reality, it is just the opposite. If you explain “why” an employee is being held accountable, and review the outcome of their actions, while they may not like it, they will understand it and respect the need for it. Eventually, it will establish a culture that everyone has ownership for his or her actions. It creates an environment where everyone will eventually trust one another to do their job.

In the end, if as a leader, you embrace and enforce accountability consistently, your employees will be even more trustworthy, loyal, productive, and safe. Likewise, your company's reputation will be enhanced as a company with integrity. To coin a well-used phrase, accountability isn't for the faint of heart, but not embracing it can be fatal to your business. ●

Forestry Mutual Insurance Company
801 Jones Franklin Road, Suite 100
Raleigh, NC 27606



Presorted Standard
U.S. Postage
PAID
Raleigh, NC
Permit No. 1910

You cannot afford to have company drivers speeding up and down the road without having the knowledge and ability to address issues and concerns. Today's most effective fleet management solution is a GPS monitoring system. This will allow you to view the speed of your drivers in real time and make solid managerial decisions. A real focus on the details is critical to the health of our industry. Speeding is not a victimless crime and is quite frankly the most controllable aspect of your fleet, so why not take control? You owe it to yourself, your fleet, and others on the public highways to be proactive on the issue. ●

Judy Angley.....Account Representative.....919-745-4968
Lindsey Burns.....Account Manager.....919-745-4965
Chris Covington.....Account Manager.....919-745-4964
Sheila Earls.....Account Manager.....919-745-4967
Emma Turner.....Account Manager.....919-745-4966

REMOTE OFFICE STAFF

Jack Williams.....Account Executive.....601-760-0011
Alan Schaefer.....Account Executive.....912-414-9778
Chris Huff.....Account Executive.....919-810-9485
Eddie Campbell.....Account Executive.....919-770-6132

FIELD STAFF

Thea Barber.....Account Representative.....919-760-6878
Melanie Mckee.....Account Representative.....919-745-4963
Susan Ogden.....Accounting Administrator.....919-745-4961
Nick Carter.....Manager.....803-669-1003

RALEIGH OFFICE

FMIC AGENCY MARKETING

Paul Dyess.....Field Rep. - Area 40.....912-944-7274
Shawn Fulks.....Field Rep. - Area 10.....434-755-1004
Justin Guyer.....Field Rep. - Area 50.....731-343-1936
Greg Helton.....Field Rep. - Area 5.....828-442-3143
Jeremy Helton.....Field Rep. - Area 30.....731-225-2087
Brian Macanka.....Field Rep. - Area 1.....919-631-1827
Scott McKee.....Field Rep. - Area 11.....540-392-3997
David McLean.....Field Rep. - Area 3.....910-303-0396
Phillip Sligh.....Field Rep. - Area 20.....843-244-0487
Jason Townley.....Field Rep. - Area 41.....478-796-1453

FIELD STAFF

Bryan Wagner.....Chainsaw Trainer.....252-916-3376
Jimmy McCraney.....Safety Trainer/Field Rep. Area 6.....704-301-2919

TRAINERS

Greg Plumley.....Director of Loss Control.....(804) 712-5007

FMIC LOSS CONTROL

Kim Richmond.....Staff Accountant.....919-747-7514
Nancy White.....Controller.....919-760-4961
Amy Almond.....CFO.....919-747-7513
Jordan Rose.....Policy Services Representative.....919-747-7512
Jenny Clawson.....Policy Services Representative.....919-760-4815
Brittany Rhinehart.....Project Manager.....919-747-7596
Coy Baker.....Operations Manager.....919-747-7511
Keith Biggs.....President.....919-880-1006

FMIC RALEIGH STAFF