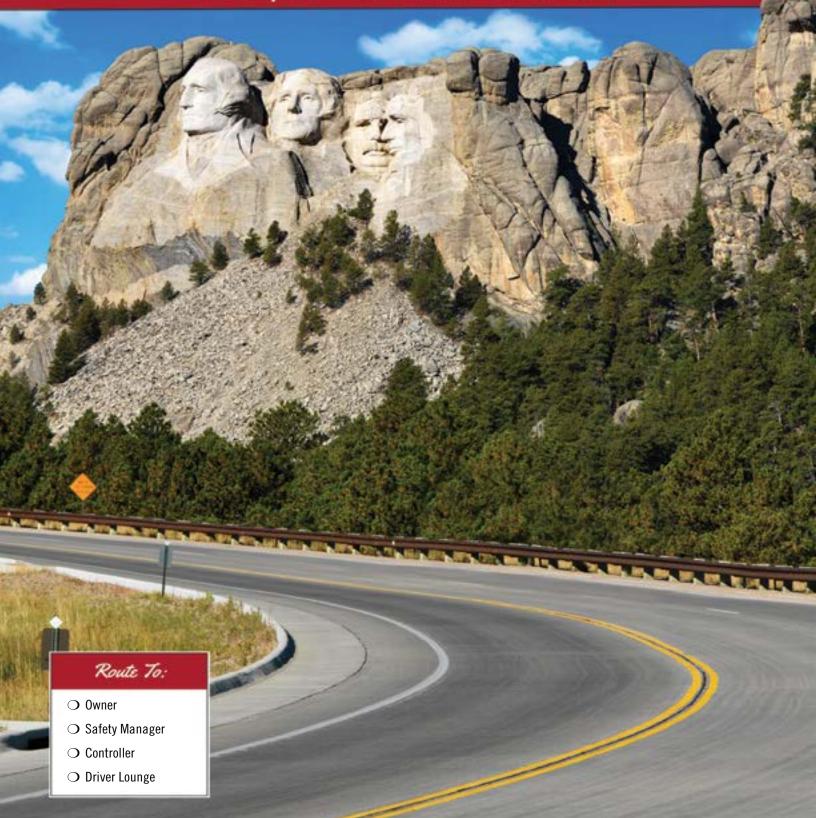


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- To enroll as a Goodyear Preferred Fleet customer, contact your local Goodyear Commercial dealer.

# South Dakota TRUCKING NEWS

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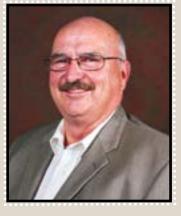
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## CHAIRMAN'S MESSAGE

Before sharing about the efforts/results of the work of your SDTA Exec Board and Search Committees, it is very important that I strongly urge you to register for our annual Convention in Sioux Falls on September 8-10. Your SDTA staff spends so much time and effort to set up and present educational and enjoyable ways to spend those days. Since

the Convention is only a few weeks away, clear your schedule to enhance your business...GET REGISTERED. I'm positive that you and your spouse/partner are eager to reconnect with your cohorts in the trucking business at this well-planned experience. If from a distance outside of Sioux Falls, set aside an extra  $\frac{1}{2}$ day or so to explore the vital downtown/ Falls areas of the city. These areas are exploding in interesting, enjoyable opportunities to make memories.

As most of you are aware, our "Esteemed Leader", Myron Rau, will be retiring from his position as the President and Lobbyist of SDTA and SDADA, effective April 2022. For the last five months, SDTA's Search Committee has been working in tandem with SDADA to recruit, identify, and interview qualified candidates as Myron's replacement. I am very happy with the response to the recruitment efforts, because ten highly qualified candidates have applied. By next month's column, and certainly by Convention time, you will be introduced to SDTA's and SDADA's next leader. This entire process has taken, and will continue to take, untold hours' work by the Search Committee, but it will be worth the task to find the next exceptional leader for our Associations.

Also in next month's column, and at Convention, I will have the distinct honor of lauding Myron's 20+ years of outstanding leadership of our Associations. Most of my remarks about Myron will be on a serious note, and some remarks.....not so much!

Also in next month's column, I will share my experience of driving a personal vehicle for 3,300 miles among the craziest, most risk-taking drivers I've ever encountered.

Did I already encourage you to register and attend our Convention at Sioux Falls Best Western Ramkota September 8-10? You bet I did. Don't hesitate, register and attend. See you there.

Levald W. Ollewick

Jerry Ollerich, SDTA Chairman Jerry Ollerich Trucking, Owner



TRUCKING NEWS ~ PAGE 3

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Hot, hot and more hot weather coupled with very little precipitation creates a challenge for the agriculture industry. Having said that, on my last trip to Rapid City, the state still looks pretty green.

Changing the subject, in 2007, your SDTA Board of Directors decided to sign a marketing agreement with American Income Life (AIL). As part of that agreement, there came a dismemberment benefit and an accidental death benefit for all members in good

standing. The good and bad news to date is that we have had several members receive payments that total \$59,548.88. This ongoing program is another benefit of being a member of the SDTA!

Another encouraging issue on the federal level deals with Federal Excise Tax (FET). There still seems to be a change for a repeal (keep your fingers crossed). Repealing this tax will help small businesses invest in new equipment and jump-start domestic manufacturing, while also reforming an outdated tax code. As a reminder, I offer that the FET was originally imposed in 1917 to help defray the cost of World War I. The tax has grown from 3 percent, when it was incorporated into the Highway Trust Fund in 1955, to 12 percent today. SDTA Members that have participated in our annual Call on Washington know very well that we have been pushing for this repeal for a long time. We have always felt that the FET depresses sales and delays the deployment of cleaner, safer and more fuel-efficient tractors.

I sincerely hope we see success with both repeal of the FET and infrastructure funding. I know all of this is wishful thinking but if we do not ask and push for it, there is no way it will happen. Another reason to belong to the SDTA!

Finally, as a quick reminder, please plan to join your colleagues for our annual east river golf event scheduled for Thursday, July 22nd at the Brandon Golf Course. As you know, this is our premiere fundraiser for the year. Please attend and consider a sponsorship if possible!

STAY SAFE! Until next month

Pam Kolseth Comptroller pam@southdakotatrucking.com

Michelle Wells Executive Assistant michelle@southdakotatrucking.com Jay Steensma Printshop Manager jay@ssouthdakotatrucking.com Patty Hinz Office Assistant/Graphic Designer patty@southdakotatrucking.com

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Chris Johnson was selected as the July 2021 Driver of the Month by the South Dakota Safety Management Council.

Chris has 2 million accident-free miles in his 21 years as a professional truck driver. He has been with Johnson Feed, Inc. for the past 11 years.

He is a true professional in every sense of the word. He is being nominated based on safety performance, attitude towards both customers and coworkers, and overall commitment to the industry.

Chris was named the Owner-Operator of the Year for Johnson Feed Inc. in 2020.

Chris and his wife Crytstal reside in Harrisburg, SD. They are the parents of three, Lyanna, 25; Dustin, 21 and Nicole 12.

The South Dakota Trucking Association joins the Safety Management Council in congratulating Chris Johnson for being selected as the July 2021 Driver of the Month.

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SDTA's Safety Management Council is looking for **DRIVER OF THE MONTH** 

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## SDTA's 86th Annual Convention September 8, 9 & 10, 2021

## HOTEL HEADQUARTERS - ROOM BLOCK RELEASED AUGUST 8TH:

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Sioux Falls

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ROOM BLOCK RELEASED ON AUGUST 8, 2021

Company:	E-mail:	
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City/State/Zip:\_

#### Please indicate the activities in which each individual will be participating.

PRINT NAME AS IT WILL APPEAR ON	9/8/21	9/9/21	9/9/21	9/9/21	9/10/21	9/10/20	9/10/21
NAME TAG. LIST EACH SEPARATELY. Mark events you plan to attend with an "X"	Dinner	Golf Outing	NextGen Social/Mtg.	Dinner & Football	Breakfast	Lunch	Banquet
Name							1
Spouse/Guest	1				1.		-
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Spouse/Guest							
Name							
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#### Please mark the appropriate box below for your registration fees:

- First Company Representative \$150
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### TOTAL REGISTRATION FEES: \$

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TOTAL BOOTH FEES: \$

\*INFORMATION MUST BE RECEIVED BY AUGUST 27TH TO BE INCLUDED IN THE CONVENTION PROGRAM

## COMPANY NAME:

## THURSDAY'S OPTIONS



**GOLF REGISTRATION** SDTA has scheduled a golf outing at The Brandon Golf Course, on Thursday, September 9, 2021. A continental breakfast will be available at the golf course. Registration runs from 8:00 - 8:45 a.m. - Shotgun start at 9:00 a.m. Lunch provided. Participants split up unless specified.

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## SOUTH DAKOTA TRUCKING ASSOCIATION'S 86TH ANNUAL CONVENTION BEST WESTERN RAMKOTA HOTEL, SIOUX FALLS, SD SEPTEMBER 8-10, 2021

#### <u>Agenda</u>

### Wednesday, September 8

A.M.	8:00	Open for Vendor Booth Setup - must be set up prior to 4:00 p.m.

- P.M. 3:00 Registration Desk Opens
  - 5:00 Vendor Appreciation Social
    - 6:30 Sponsor & Exhibitor Thank You Dinner

## <u>Thursday, September 9</u>

A.M.	8:00 - 8:45	Golfer Registration & Check-in at Brandon Golf Course - <u>Transportation on your own</u>
	9:00	Shotgun start – Brandon Golf Course
P.M	4:00	Registration Desk Opens
	4:30	NextGen Social & Visit Displays (open to all ages)
	6:00	Dinner - Award Golf Prizes
	7:20	Football & Fun ★ Dallas Cowboys V. 🤎 Tampa Bay Buccaneers on big-screen
		Cornhole Tournament - Bracket size depends on # of participants. Must sign up prior to 1st toss.

### Friday, September 10

A.M.	7:45	Registration Desk Opens
	8:00	Breakfast - Formal Opening 86 <sup>™</sup> Annual Convention - Welcome - SDTA and SDTA Services Inc. Annual Meetings
	8:30 - 9:30	<u>Session 1</u> : "We're From The Government & We're Here to Help," by SD Department of Revenue, Motor Carrier Services
	9:45 - Noon	<u>Session 2</u> : Panel Discussion: Drug & Alcohol Regulations + Company Policies - Where Does Workers Compensation Fit Into This Equation?
P.M	12:00	Awards Luncheon - Fleet Safety Awards - SDHP Annual Safety Award Presentation
	1:00	Tour of Sioux Falls Port of Entry - one of the most state-of-the-art scales in the country <u>Transportation on your own</u>
	2:30	Driver of the Year Interviews
	3:00	Heavy Duty Truck Dealer Meeting
	5:00	Capitol Club Reception - By Invitation Only
	5:00	Social & Visit Displays
	6:30	Chairman's Banquet - Pride of the Show - Safety Director of the Year - Chairman's Award - Driver of the Year Presentation
	8:00	Past Chairman's Reception



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## Still a Family Affair After 50 years Feldhaus Truck to receive Lifetime Achievement award at Wheel Jam

**by Benjamin Chase - of the Plainsman** Bernie Feldhaus celebrates his 50th year of trucking this summer, and he's operated Feldhaus Trucking alongside his wife Lorna for 49 of those years.

As the transition of the family's trucking operations continues to their son, Jeremy, Bernie observed that having buy-in to the future of the business was a huge reason that he's been successful over the years. Lorna agreed.

"Jeremy took over the booking and dispatching three years ago, and he's done a wonderful job," Lorna raved. "It's always been a family business. If you hire someone that has a vested interest in the business, it works better."

Bernie and Lorna Feldhaus were honored at

Wheel Jam this year with the Lifetime Achievement Award, a fitting tribute as the couple has spent their lifetime in the trucking industry.

Feldhaus Trucking hauled "all sorts" of livestock in the past, but Bernie estimates that their loads are now 75% cattle. He said that part of the difficulty in finding drivers to haul livestock for one of the six trucks in their fleet is not in the driving, it's in handling the animals.

"We've got two strikes against us trying to hire drivers," Bernie noted. "First, there's a big shortage nationwide in drivers. Second, I can teach someone how to drive a truck. You can't teach everybody how to handle livestock."

For many years, Bernie worked the road and Lorna split her time between a job at the local bank and handling the books until things simply got to be too busy with the trucking company in the mid-1980's and she moved to the office of Feldhaus Trucking full-time.

Through it all, Bernie enjoyed working with people most of all. Spending any amount of time with Bernie allows him to begin telling stories of hauls that ended up with an accidental rooster on board or other great moments as he travelled across the state and the country. In fact, as he's stepped back from driving in recent years, that's the thing he misses most of all.

"We've got customers that I've hauled their cattle for 40 years," Bernie recalled when asked what he'd miss the most.

"All of the places I have been. I really enjoyed the fall of year going to Montana when we hauled sheep there, but definitely our customers."

Don't think that he's not still involved in the trucking business, however. The trailer wash out business on the Feldhaus facility is an independent business and will still remain something the couple is actively involved in.

"I spend about an hour a day with that," Bernie said. "Other than that, I really don't have concrete plans. I have spent all of my adult life in transportation."

"I think as long as we're alive, I think we'll always be connected to it," Lorna added. "However, I have some flower beds that didn't get the care that they needed, so now I can spend more time there. I can keep busy!"

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## STATE OF SOUTH DAKOTA OFFICE OF THE GOVERNOR EXECUTIVE ORDER 2021-09

Whereas, Widespread drought conditions, low precipitation, and high temperatures have created serious peril for our state; and,

Whereas, Over 98 percent of our state is suffering from abnormally dry, or moderate to extreme drought conditions; and,

Whereas, Drought conditions threaten livestock, property, and the livelihood of our citizens; and,

Whereas, Moderate to extreme drought conditions are observed on farm and ranch land throughout the entire state; and,

Whereas, Drought-stricken pastures and hay fields have left agricultural producers with inadequate forage for their livestock; and,

Whereas, Easing of having restrictions is necessary to provide assistance to drought stricken areas:

IT IS, THEREFORE, BY EXECUTIVE ORDER, declared under provisions of SDCL 34-48A, the Emergency Management law, that a state of emergency exists, and the provisions of ARSD 70:04:06:06, prohibiting the mowing of the right-of-way east of the Missouri River before July 10th, is hereby suspended to allow the immediate mowing of state highway ditches.

BE IT FURTHER ORDERED, that this Executive Order shall expire August 31, 2021.

Dated in Pierre, South Dakota this 29th day of June, 2021.

A NUMBER OF STREET

Kristi Noem

Governor of South Dakota

ATTEST:

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## Crash rates jump in wake of marijuana legalization, new studies show

June 17, 2021

More evidence is emerging that crash rates go up when states legalize recreational use and retail sales of marijuana.

Crash rates spiked with the legalization of recreational marijuana use and retail sales in California, Colorado, Nevada, Oregon and Washington, a new study by the Insurance Institute for Highway Safety (IIHS) and another by the affiliated Highway Loss Data Institute (HLDI) show.

However, the preliminary results of a separate IIHS study of injured drivers who visited emergency rooms in California, Colorado and Oregon showed that drivers who used marijuana alone were no more likely to be involved in crashes than drivers who hadn't used the drug. That is consistent with a 2015 study by the National Highway Traffic Safety Administration that found that a positive test for marijuana was not associated with increased risk of being involved in a police-reported crash.

"Our latest research makes it clear that legalizing marijuana for recreational use does increase overall crash rates," says IIHS-HLDI President David Harkey. "That's obviously something policymakers and safety professionals will need to address as more states move to liberalize their laws — even if the way marijuana affects crash risk for individual drivers remains uncertain."

More than a third of U.S. states have legalized recreational marijuana for adults 21 and older. The hefty tax revenues those states are earning have others exploring similar legislation, and recent polls indicate that 68 percent of American adults favor legalization. Consumption also appears to be expanding rapidly, with self-reports of past-month marijuana use doubling from 6 percent to 12 percent of those surveyed between 2008 and 2019.

That's a potential concern for those who care about road safety. Driving simulator tests have shown that drivers who are high on marijuana react more slowly, find it harder to pay attention, have more difficulty maintaining their car's position in the lane and make more errors when something goes wrong than they do when they're sober. But such tests have also shown marijuanaimpaired drivers are likely to drive at slower speeds, make fewer attempts to overtake and keep more distance between their vehicle and the one ahead of them.

To better understand the net impact on safety, researchers at IIHS and HLDI have conducted a series of studies since 2014 examining how legalization has affected crash rates and insurance claims in the first states to legalize recreational use.

The most recent of these studies from IIHS shows that injury and fatal crash rates in California, Colorado, Nevada, Oregon and Washington jumped in the months following the relaxation of marijuana laws in each state.

Combined, the impact of legalization and, subsequently, retail sales in the five states resulted in a 6 percent increase in injury crash rates and a 4 percent increase in fatal crash rates compared with other Western states where recreational marijuana use was illegal during the study period. Only the increase in injury crash rates was statistically significant.

That's consistent with a <u>2018 IIHS study of police-reported crashes</u> (*https://www.iihs.org/news/detail/crashes-rise-in-first-states-to-begin-legalized-retail-sales-of-recreational-marijuana*) — most of which did not involve injuries or fatalities — that found that legalization of retail sales in Colorado, Oregon and Washington was associated with a 5 percent higher crash rate compared with the neighboring control states.

Insurance records show a similar increase in claims under collision coverage, which pays for damage to an at-fault, insured driver's own vehicle, HLDI's latest analysis shows. The legalization of retail sales in Colorado, Nevada, Oregon and Washington was associated with a 4 percent increase in collision claim frequency compared with the other Western states over 2012-19. That's down slightly from the 6 percent increase HLDI identified in a previous study, which covered 2012-18.

Despite those increases in crash rates, studies of whether marijuana itself makes drivers more likely to crash have been inconsistent. The latest one from IIHS — which used data collected from injured drivers in three emergency rooms in Denver, Colorado; Portland, Oregon; and Sacramento, California — showed no increased crash risk associated with the drug, except when combined with alcohol.

Researchers conducted surveys for more than a year, interviewing and drug-testing more than 1,200 patients in total. The results showed that the crash-involved drivers weren't any more likely to self-report or test positive for marijuana alone than other drivers who weren't involved in a crash and were at the emergency room for reasons other than an injury.

(continued on page 23)

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## Crash rates jump in wake of marijuana legalization, new studies show - continued

Just 4 percent of the drivers involved in crashes self-reported marijuana by itself over the previous eight hours, compared with 9 percent of those who weren't involved in a crash. Similarly, 13 percent of the crash-involved drivers tested positive for marijuana only, compared with 16 percent of the control set.

The reverse was true for the combined use of marijuana and alcohol, with 3 percent of the crash-involved drivers and fewer than 1 percent of the control drivers self-reporting use of both substances and 5 percent of the crash-involved drivers and fewer than 1 percent of the control drivers testing positive.

Those combined-use numbers could help explain why crash rates have increased. Legalization may be encouraging more people to drink and use marijuana together.

Studies comparing the simultaneous use of alcohol and marijuana in states where marijuana is legal with states where it is still against the law will be needed to test this hypothesis. But some early evidence has already emerged that shows self-reports of past-month marijuana and alcohol use have increased, while the reported use of alcohol alone has decreased, especially in states where recreational use of marijuana is now legal.

A <u>nationally representative survey</u> (https://newsroom.aaa.com/2021/04/risky-driving-behaviors-of-drivers-who-use-alcohol-and-marijuana) conducted recently by the AAA Foundation for Traffic Safety also found that drivers who self-reported using both alcohol and marijuana were more likely than those who had only consumed alcohol to say they had driven while impaired and engaged in dangerous driving behaviors such as making aggressive maneuvers or speeding on residential streets.

Other factors related to how legalization has affected the way people use marijuana, rather than the physiological effects of the drug, may also be at play. For example, the larger spike in crash rates in Colorado — the first state to legalize recreational use — suggests a burst of enthusiasm that leveled off as the drug's new status became more commonplace. The first few states to legalize marijuana even used the legalization as part of their tourism promotions.

It's also possible that disparities in state and local regulations might be encouraging more travel by marijuana users. For example, marijuana users in counties that do not allow retail sales may drive to counties that do. Their increased travel could lead to more crashes even if their crash risk per mile traveled is no higher than that of other drivers.



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- East River Golf Event 9:00 a.m. shotgun start on Thursday, July 22, 2021 at the Brandon Golf Course.
- Annual Convention Ramkota Hotel, Sioux Falls on September 8 10, 2021.
- Annual guided pheasant hunt is on Thursday, November 11, 2021 leave the hotel in Pierre at 9:00 a.m.
- SDTA Fall Board of Directors Meeting Executive Committee will meet at 8:00 a.m. with the full board to convene at 10:00 a.m. all at RedRossa, Pierre, SD on Friday, November 12, 2021.
- West River Legislative Reception 5:30 to 7:00 p.m. at Minerva's in Rapid City Monday, November 22, 2021.
- East River Legislative Reception (NextGen Group meeting at 4:30) Minerva's in Sioux Falls Thursday, December 9, 2021, from 5:30 to 7:00 p.m.
- Winter Executive Committee Meeting 10:00 a.m. on Monday, February 14, 2022 at the Ramkota River Centre, Pierre. Followed by the Winter Board of Directors Meeting at 12:30 p.m. The Winter Reception with Legislators will follow at 6:00 p.m. All events of the day are scheduled at the Ramkota River Centre in Pierre.
- Spring Log Haulers Seminar 2022 (specific date TBD) tentatively at the Deadwood Mountain Grand.
- SDTA Call on Washington 2022 (specific dates TBD)
- Spring/Summer Board of Directors Meeting and the Cliff Tjaden Fishing Event at the AmericInn, Chamberlain. The Executive Committee will meet at 10:00 a.m. on Thursday, May 5, 2022 followed by a full board meeting starting at 1:00 p.m. on the same day. The fishing Calcutta will be held after a social and hosted dinner. The Cliff Tjaden Fishing Event is scheduled for 7:30 a.m. to 3:30 p.m. on Friday, May 6, 2022.
- South Dakota Truck Driving Championships, Southeast Technical Institute, Sioux Falls, SD starting at 7:00 a.m. on Saturday, May 14, 2022.
- Wheel Jam, State Fairgrounds, Huron, SD June 2 through 5, 2022.





TRUCKING NEWS ~ PAGE 25



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If your Safety Director is not currently participating in the SDTA Safety Management Council Meetings... Take Note!



\* A S S O C I A T I O N \*

SDTA's Safety Management Council meets on the third Tuesday of every month. Meetings are held at the SDTA office in Sioux Falls. If you are not in the Sioux Falls area and want to participate, you can join in on the meetings through Zoom.

This is an opportunity for all safety professionals to learn from each other and share experiences.

It's a chance for companies to discuss regulations, services, trends, etc...

Please contact Michelle at the SDTA office if you have further questions by calling 605-334-8871 or emailing her direct at: michelle@southdakotatrucking.com



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## TRUCKING DRIVES THE ECONOMY

SMALL BUSINESS EMPHASIS

businesses, these companies

are served by a wide range of

supporting businesses. (2020)

Trucking companies located in South Dakota. Primarily small, locally owned

3,160

## CAREERS

24,810 **Trucking industry** jobs in South Dakota (2019)

# 1 in 14 jobs in

the state



#### **COMPETITIVE WAGES**

01010

Total trucking industry wages paid in South Dakota in 2019 exceeded \$1.2 billion, with an average annual trucking industry salary of \$47,204.

Heavy and tractor-trailer truck drivers held 7,300 jobs with an average annual salary of \$43,580.

(U.S. Bureau of Labor Statistics, 2018)

#### TRANSPORTING THE ESSENTIALS

Percent of manufactured tonnage transported by trucks in South Dakota. That's 38,050 tons per day. (2017)

Percent of South Dakota communities that depend exclusively on trucks to move their goods.

70.6%

34.4

## SAFETY MATTERS

#### SAFETY FIRST

South Dakota Trucking Association members put safety first through:

- Improved driver training
- Investment in advanced safety technologies
- Active participation in industry safety initiatives at the local, state and national levels

#### CONTINUALLY IMPROVING

Between 1975 and 2018, the U.S. large truck fatal crash rate has dropped 68.3%



#### COMMITMENT TO SHARING THE ROAD

The Share the Road program sends a team of professional truck drivers to communities around the country to teach car drivers about truck blind spots, stopping distances and how to merge safely around large trucks, all designed to reduce the number of car-truck crashes.

southdakotatrucking.com Updated January 2021 with most recent data available

2018 U.S. fatal crash rate per 100 million Vehicle Miles Traveled (VMT):

1.45

CKING FAST



## Highway Patrol Honors Trooper Biegert, Inspector Nerby

PIERRE, S.D. – A Trooper and a motor carrier manager, both praised for their leadership and devotion to duty, were honored today (Wednesday) by the South Dakota Highway Patrol.

**Trooper Jeremy Biegert**, who is stationed in Belle Fourche, has been named as Trooper of the Year. Motor Carrier Manager Rhianna Nerby, who is stationed in Sioux Falls, has been named as Motor Carrier Inspector of the Year.

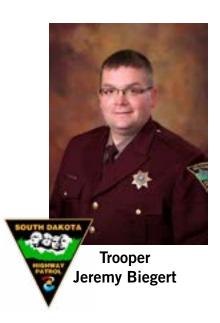
"These two worthy honorees every day demonstrate their willingness to serve the people of South Dakota," said Col. Rick Miller, superintendent of the Highway Patrol. "As leaders, they are willing to do what needs to be done because they realize they are doing what is best for the citizens. That spirit of service extends beyond their professional lives, as they are both active in their communities."

Trooper Biegert started with the Highway Patrol in 2017. Besides his daily duties as trooper with the Northern Plains Squad, Trooper Biegert has been active as a drug recognition expert, firearms instructor and field training officer.

**Motor Carrier Manager Nerby** started with Motor Carrier Services in 2003 and has been the Sioux Falls Port of Entry Manager since 2011. Not only is Manager Nerby responsible for the daily operations of the port, she also is a licensed inspector in several motor carrier categories and has attended training on issues such as the transportation of hazardous materials.

The awards were presented at a luncheon in Sioux Falls. This year's program sponsors were the South Dakota Trucking Association, South Dakota Auto Dealers Association and AAA South Dakota.

The Highway Patrol is part of the South Dakota Department of Public Safety.





Motor Carrier Manager Nerby



## 5) TRUCKING PAYS THE FREIGHT

TRUCKING FAST FACTS



## DELIVERING A CLEANER TOMORROW

#### EMISSIONS

43% of U.S. commercial trucks are now powered by the newest-generation, near-zero emissions diesel technology.

 Medium- and heavy-duty trucks contribute just 23% of all transportation-related greenhouse gas (GHG) emissions in the U.S. and represent only 6% of total U.S. GHG emissions.

PARTNERSHIPS

SmartWay

Through the U.S. Environmental Protection Agency's (EPA) SmartWay Transport Partnership, the trucking industry is working with government and businesses to quantify greenhouse gas emissions and take steps to reduce them.



#### FUEL CONSUMPTION

The trucking industry continues to improve energy and environmental efficiency even while increasing the number of miles driven. In 2019:

- Combination trucks accounted for just 16% of the total highway transportation fuel consumed.
- Combination trucks consumed nearly 100 billion fewer gallons of fuel than passenger vehicles in the U.S.

southdakotatrucking.com Updated January 2021 with most recent data available



## How the Right Technology Can Keep Safety a Top Priority

Jane Clark, Contributor, FleetOwner

Safety is - or should be - a top priority for every fleet. And as we all know, safety needs to be a message that starts at the very top of an organization and runs through all the management layers down to drivers, technicians, dispatchers, etc.

To be truly effective, there have to be actions behind the safety message that fleets espouse. That is why I was interested to see what the National Private Truck Council (NPTC) found out about the use of active safety technologies by private fleets in its Bechmarking Survey Report 2020.

According to the survey report, "Fleets continue to increase the amount of advanced safety technologies in their fleet operations. In every instance, all of the safety technologies showed single-digit gains year over year." That is great news.

Items like lane departure warning systems, collision warning systems and adaptive cruise control showed very large gains and now are in use by more than 60% of the fleets surveyed. A significant percentage of fleets - 75% ore more - indicated that they are also monitoring speed. That's significant because studies have shown that speeding is a contributing factor in many big truck accidents.

According to the report, "Nearly two-thirds of the fleets (65%) reported installing both forward-facing and driverfacing (cameras) while, in 24% of the deployments, the cameras were outward-facing only."



Data from cameras can be especially helpful to fleet managers as it provides contextual information about what was happening at the time of hard braking, hard acceleration or whatever recordable event occurred. If the driver had to brake hard because a passenger car cut in too close, there may not be a need for driving coaching. But if the video shows the drivers has to many instances of hard braking because they are following the vehicle in front of them too closely, then the video can be used as a coaching tool to help the driver improve and become more award of following distances.

I applaud the fleets from the NPTC survey for making investments in technologies that improve the safety of their vehicles and drivers. I hope for-hire fleets are making these same sorts of investments. And I encourage both private and for-hire fleets to couple their safety investments with a top-down commitment to safety and ongoing efforts to reinforce safety throughout the organization. Investments in on-vehicle technology along with driver coaching and rewarding safe drivers is a winning combination for safety on the road.

## This article originally appeared on FleetOwner, and was used with permission.

Jane Clark focuses on managing the members services operation at NationaLease as vice president of member services. She works to strengthen member relationships, reduce member costs, and improve collaboration within the NationaLease supporting groups.

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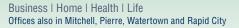
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## DRIVER OF THE MONTH NOMINATION FORM & RULES

Date	Jacket Size
Name of Driver	Age
Marital Status	Spouse Name
	ress (in full)
	S
	r
Home Terminal	Address (in full)
Phone Number	
Years Employed	d by Present Employer
Total Years Exp	erience
Type of Equipm	ent Operated:
□Truck □T	ractor-Semitrailer 🗖 Doubles 🗖 Other
Type of Driving	:
🗖 Over the F	Road 🗖 City 🗖 Other
Total Mileage_	
	resent Employer
# of Accidents:	Chargeable Dates
	Non-Chargeable Dates
Has your driver	ever been selected as a driver of the month or year
	a or any other state? 🗖 Yes 🗖 No
lf yes, explain v	when and where
	n truck driving championships or other transporta-
tion related ac	tivities:
Basis of Nomin	ation:

With this entry, company agrees to send their driver, if selected as Driver of the Month, to the South Dakota Trucking Association Annual Convention where driver will participate in a PERSONAL INTERVIEW. Selection of Driver of the Year will be made following ALL personal interviews. Drivers not being interviewed will not be eligible for Driver of the Year honors. Interview times will be scheduled Friday afternoon during the convention.

With this entry, company agrees to submit Driver of the Year Entry Form for National Competition if your driver is selected as South Dakota's Driver of the Year.

Nominated by \_\_\_\_\_\_Title \_\_\_

Please attach supporting information and send to the South Dakota Trucking Association. Attach extra sheet if more space is needed. Driver may be nominated for Driver of the Month for any outstanding act of heroism, a contribution to highway safety, an extraordinary act of courtesy, an exceptional deed or act of service to mankind within the community reflecting positively on the motor carrier industry, or for a long period of safe and courteous driving. An outstanding act shall be deemed to mean unusual or other than the normal every day courtesies afforded by truck drivers.

#### ELIGIBILITY:

1. The nominated driver must be an employee of a member in good standing of the South Dakota Trucking Association.

2. The nominated driver must have been employed by the present employer for at least two years and have a minimum of five years overall experience.

3. South Dakota domiciled\* drivers are eligible for nomination for an outstanding act performed in any state.

\*The intent of the word "domiciled" shall be interpreted to mean: Any driver reporting to or regularly dispatched from a terminal within the State of South Dakota (in keeping with Federal Motor Carrier Safety Regulations definition of his home terminal) regardless of where the driver may dwell.

4. A driver may receive the Driver of the Month award only one time in any contest year. He/she may be renominated in any subsequent year.

5. Nominations for outstanding acts on the highway shall be accompanied by supporting evidence (letters, statements, news clipping, etc.). A clear, factual account is absolutely necessary. Vague generalizations will not be accepted.

6. A copy of recent driver motor vehicle record check must accompany the nomination.

7. Drivers nominated and not selected as Driver of the Month will be held over and used in the following month's selection. Nominees not selected in either of these two months may be re-nonimated for any future month's selection.

8. Entries must be in the office of the South Dakota Trucking Association no later than the 10th of each month for that current month's contest.

9. Nominations may be made by any party, but must be approved by the employer or a representtive of the employer.

10. The annual contest will run from September of the previous year through August of the current year.

11. Company agrees to submit a professional, head and shoulders, black and white photo of entry upon notification of winning. (3" X 5" preferred)

Remit to: SD Trucking Association, PO Box 89008, Sioux Falls, SD 57109-9008 or email: michelle@southdakotatrucking.com





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SIOUX FALLS S SIOUX CITY, NE SIOUX FALLS GARY	2023 2023 2024 2022 2023
<b>CITY</b> SPEARFISH PLATTE BELLE FOURCHE SIOUX FALLS RAPID CITY GARY UNION CENTER BRANDON SIOUX FALLS HOWARD SIOUX FALLS MADISON SIOUX FALLS PLATTE SIOUX FALLS	EXPIRED 2020 2018 2016 2014 2012 2010 2008 2006 2002 2000 1998 1996 1992 1990 1988

**EXPIRES** 

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