



Association News

MLA's Safe Loggers

The Montana Loggers Association reported that the vast majority of logging crews are doing an exceptional job with respect to safety, loss control, and accident prevention, and this seems to be a national trend.

According to national statistics across all industries, attention to safety and loss control appears to be paying dividends. Time lost due to workplace injuries dropped by 54.9 percent between 1991 and 2008.

But it's important to stay diligent. In spite of this positive trend, there is evidence that these improvements are beginning to stall. In 2007, more than 5,600 workers were killed on the job and more than 4 million were injured. In addition to the pain and suffering of workers and their families, as well as the loss of operational productivity, the cost to employers is tabulated at an astonishing \$48.6 billion.

The MLA is concerned that the challenge to produce more for less can tempt contractors to cut corners.

"The majority of economic forecasters say we are on a long and slow road to economic recovery, so we are going to live with tough times for a while yet. So what can we do?"

1. The logging industry has always had a "get it done" attitude, but don't let tight deadlines justify unsafe practices.
2. Avoid "just this once" unsafe practices...these are acts justified as exceptions to the rule.
3. Be a "team player" and don't allow unsafe practices or situations that are justified for the good of the company...allow everyone to speak up when safety lines are crossed—no matter who crosses them.
4. Don't neglect the maintenance on machines, equipment, and trucks... the cost may seem prohibitive now, but the cost of doing nothing could be tragic later.

PFF's Recruitment DVD Wins Telly Award

The Pacific Forest Foundation's new video *This Is My Office* received the Silver Telly award.

The Telly Awards is an international competition that recognizes the work of media professionals in the Advertising, Broadcast, Online, and Multimedia fields. Much like the Academy Awards, the entries are judged by industry peers and past winners and evaluated on messaging and production values. The Telly Awards receives over 11,000 entries annually from ad agencies, production companies, TV stations, cable companies, interactive agencies, and corporate video departments.

The Silver Telly for the recruitment DVD is a testament to all involved, starting with the PLC board for having a clear focus on what needed to be communicated to the target audience.

Special credit goes to: Donn Zea for initiating the project; to Graham Lasure for arranging locations; and to Bob Perna of Perna Consulting and his crew who filmed and packaged the video.

Lastly, thanks go to the strategic planning and work by Rikki Wellman who paved the way to secure interviews and locations with some very dynamic companies and individuals in the logging industry.

To learn more about the *This Is My Office* DVD, visit PFF's website at www.pacificforestfoundation.com.



On-Board Recorders

The Idaho Logger reported that there will be extra incentive for commercial drivers to stay within the hours-of-service (HOS) regulations. Carriers found with 10 percent or more violations during a single compliance review will be required to install electronic on-board recorders (EOBRs) in their vehicles for at least 2 years. This rule goes into effect June 1, 2012. It is estimated that almost 6,000 carriers will have to use the EOBRs.

Timber Heritage License Plate

The Montana timber heritage license plates are now available from your local DMV!

The plates are available for an additional registration fee of \$20 per year. The funds will accrue to the MLA . . . and when sufficient funds are generated, the money will be dedicated to support timber advocacy programs.

When you receive your vehicle registration renewal, show your support for the timber industry by driving down to your local DMV and purchasing a Timber Heritage license plate.