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# Implementing an Effective Fleet Safety Program



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Did you know that traffic related motor vehicle accidents are the leading cause of work-related fatalities? Are you doing all you should in terms of fleet safety? Do you know what makes up an effective fleet safety program? In this article, I'll attempt to summarize what an effective fleet safety program consists of and how you can go about implementing one.

There are six components of an effective fleet safety program. They are: (1) Management Support (2) Driver Selection & Qualification (3) Driver Training (4) Supervision (5) Vehicle Maintenance and (6) Accident Investigation.

Let's start with management support. I've found that, if management doesn't either make the commitment, or provide their support, the program is destined to fail. First and foremost, you must have a policy statement in which you clearly state the mission of the fleet safety program. This document will be more than a simple piece of paper. It should set the expectations you have for all of your drivers, and clearly state the repercussions should they decide not to follow the program. This is the single most important part of the entire program. As stated above, without management's support, it will fail, guaranteed!

Driver selection and qualifications are another important factor in the program. Simply stated, you need to make sure you are hiring the right person for the job. Is the job understood by the applicant? What does the job entail? Are there any physical qualifications for the position? Are there any federal regulations that need to be adhered to? Is there a gap in employment that needs to be investigated further?

You will want to make sure each and



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every driver fills out an application. The application will ask about prior driving experience. They should also sign a form informing them that you will be ordering their driving record from the RMV, and that their job is contingent upon a favorable driving record (among other factors). You'll want to make sure there is a section about obtaining a drug test and what specifically you will be testing for. Lastly, make sure you check references.

The next component is driver training. Driver training takes several forms. The first thing you should do is find out what kind of training your insurance carrier provides. In most cases, the carrier won't provide individual training to all of your drivers, but they will provide training to the employee(s) you have designated to run your fleet safety program. In effect, they train the trainer, who in turn, trains your drivers.

The carrier might employ a training concept called "commentary class." This training consists of part school and part on the road. The employee spends time in an informal classroom setting, and then applies the concepts he/she has learned to a real life road test. The trainer sits in the passenger seat with a scorecard and takes notes to make sure the trainee is verbalizing appropriate defensive driving decisions. If you use a leasing company for your fleet, you might find that the leasing company provides similar services.

In Massachusetts, the Mass Safety Council provides driver training. You can either arrange for them to come to your place of business, or you can go visit them at their headquarters. Among other things, they'll provide 4 hour defensive driver training classes and post accident follow up classes. They also have a "skid school" where you can practice skid control in a controlled environment, if you so chose.

Supervision is the fourth component. This can be tricky because very few companies can provide full-time supervision. Most people have seen the "how's my driving" bumper stickers on the backs of vehicles. Have you ever wondered how it works? Say for instance, a fellow motorist notices erratic driving by one of your drivers.



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He/she calls the number on the decal and then reports to the operator what is happening with that specific vehicle. The operator then provides your company with the details on the incident. Then, your driver supervisor reviews the report, discusses with the driver, and they report back to the provider with the steps taken to address the infraction.

These programs allow for immediate feedback, and allow you to pick up any trends. Are the same drivers continually being tagged? There is a psychological component to this technology as well. Drivers are very aware of the decal, and end up being better drivers because they know "big brother" is watching.

Another new technology being used (sparingly, because of cost), is something called Driver Cam. A camera (with a gyroscope) is mounted behind the rearview mirror, and it simultaneously shoots forward and into the cab. In the event of an accident, it will record the 10 seconds before and after the crash to see what was going on both in the cab, and in

front of the vehicle. The camera then sends the video back to Driver Cam where they analyze it and then send the results back to your company. As mentioned above, it is expensive (approximately \$400 each), but extremely effective.

The fifth component is vehicle maintenance. They tell us that 98% of accidents are caused by human error. Proper vehicle maintenance (and documentation) is a must. Your drivers should have a vehicle inspection checklist and do daily inspections. It is very important, if you have mechanics, to make sure they are properly trained for the equipment they are repairing. Just like a carpenter, a driver is only going to be as good as his equipment. Poorly maintained equipment is an accident waiting to happen.


The last component to an effective fleet safety program is accident investigation. You can do items 1-5 perfectly but what good is it if you don't analyze the specific reasons for the accident? What were the lessons learned? Could the accident have

been prevented? Should there be any punishment meted out? If there is punishment, be consistent and don't play favorites.

Unfortunately, a lot of companies don't take fleet safety seriously until they get a non-renewal notice from their insurance carrier informing them of an impending cancellation due to poor losses. Don't let this be you! By being proactive, and having a formal plan in place, you make yourself look a lot more attractive to an insurance company and it will show in their pricing. Remember, insurance companies aren't in the business of losing money and they won't hesitate to drop you if they don't believe you're serious about safety.

If you would like information on obtaining a free, written fleet safety manual contact Chris Sheppard of Smith Buckley & Hunt.

Chris Sheppard, CPCU, AFSB is VP of Sales for Smith Buckley & Hunt Insurance Agency in Brockton, MA. To learn more please visit <http://www.sbhins.com> You may also contact Chris directly at [chris@sbhins.com](mailto:chris@sbhins.com).



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# How GPS Fleet Tracking Can Improve Safety and Reduce Liability for Your Business

By Alison Thomas

Companies that rely on vehicle fleets have understood with doing business. Mobile assets require significant capital investment. In addition, fuel and maintenance costs can take up a significant portion of a business's profit margin.

However, there are additional hidden costs that many fleet managers overlook in the course of doing business. Lack of proper safety measures for vehicle fleets can incur significant out-of-pocket expenses, increase liability and put lives in jeopardy.

Many companies find that installing GPS vehicle tracking on their fleet vehicles provides one sure way to improve safety. GPS tracking offers a wide variety of features and benefits that businesses with vehicle fleets can utilise to significantly improve their safety records and protect their business from undue costs.

By improving the safety of drivers and vehicles, businesses can significantly reduce payouts for accidents and violations. Many business owners do not realise that the true cost of an accident is 2 to 10 times more than the direct cost of the accident.

The total cost of vehicle accidents include a variety of factors including:

- Lost time by employees at the scene of the accident
- Lost revenue because equipment is not producing income
- Failure to fill orders or meet deadlines
- Lost time by rescheduling missed jobs
- Lost time on accident investigations and reports by management
- Possible increased insurance premiums
- Public relations damage

You may also be faced with the costs of replacing an injured driver. Costs include advertising the position, time spent in the application process, driver performance tests, drug screening, background checks, orientation, training and much more.

In addition, you will temporarily lose productivity as a new driver will not be as fast and efficient as a veteran driver. And even veteran drivers that do return to work after an accident injury will most likely not be at 100 percent right away.

Injured drivers can also lead to increased workers compensation claims and law suits. Losing claims can lead to significant settlement costs, as well as attorney fees and time spent defending the business.

Improving safety also limits your liability to claims from the public at large. Improper safety can obligate your business to pay damages to people injured in an accident and property damages. Settlement costs for hospitalization, pain and suffering and other injuries can quickly spiral out of control and ruin your business.

By focusing on safety, your business can decrease insurance costs. An outstanding safety record can lower your risk to insurance providers which may result in lower premiums. In addition, many insurance companies offer rate reductions for additional safety equipment including GPS tracking devices.

A poor safety record may serve as a red flag to clients. Improper safety can result in interrupted service to clients and



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prompt them to search for other vendors. If your business has a great safety record it can help you keep client contracts and increase renewals.

### Government Regulations

Government has long been a proponent of safety. In the UK, the Road Vehicles (Construction and Use) Regulations lay out safety and maintenance requirements for work vehicles. And in Ireland, work vehicle safety is covered under the Safety, Health and Welfare Work Act 2005.

By law, every employer must make sure that work equipment is maintained in an efficient state, in efficient working order and in good repair.

Unfortunately, accidents are simply an eventuality if you have a vehicle fleet. However, you can reduce your exposure to accidents and violation by utilizing proven safety measures.

GPS vehicle tracking is a proven, cost-effective way for businesses with vehicle fleets to improve safety in the three areas that cost businesses the most: driver behavior, vehicle maintenance and asset safety.

### Improving Driver Behavior and Reducing Speed

According to the Large Truck Crash Causation Study (LTCCS), 87.2 percent of all at-fault large truck crashes are driver related.

Even with the most aggressive driving policy, you cannot be out on the roadway with all your drivers ensuring proper safety compliance. GPS vehicle tracking has been found extremely useful in giving business owners the ability to monitor and improve driver behavior.

Speeding is a factor in nearly 23 percent of all at-fault large truck crashes according to the LTCCS. By ensuring your drivers obey the posted speed limits, you can significantly decrease the chances of your vehicles being involved in a serious accident.

Many GPS tracking solutions track vehicle speed and offer extensive alerting features that notify you immediately when a driver has exceeded a speed threshold. These alerts can appear immediately on-screen, be sent via email or mobile phone, or can be flagged in management reports.

Speed alerts allow you to immediately take corrective actions toward the offending driver. In addition, you can access a database of speeding violations for drivers to find those that

Continually break speeding policy. This allows you to take more long-term corrective actions to break continual bad driving habits.

Speeding was a major concern for Ian Stirling, owner of Ian Stirling Haulage. Based in Renfrew, Ian Stirling Haulage has provided haulage services to its clients throughout Scotland for over 20 years.

Mr. Stirling installed a GPS system on his fleet that includes speeding alerts to notify him if a vehicle exceeds a set speed threshold. The alerts can be set to notify him immediately of an infraction and are also flagged throughout the system's management reports.

As a result of installing GPS tracking, Ian Stirling Haulage has drastically improved safety for its drivers.

"Drivers can sometimes get distracted out on the road," said Mr. Stirling. "GPS tracking helps them keep their speed down and has even changed their driving style."

### Driver Confusion and Unauthorized Usage

According to the LTCCS, driver unfamiliarity with the roadway is a factor in 21.6 percent of all at-fault large truck crashes. GPS vehicle tracking solutions that include exceptional mapping functionality can help reduce driver confusion in unfamiliar areas.

GPS tracking systems that use concise mapping, like Google Maps API Premier, can help dispatchers provide proper routing instructions to drivers and get them safely to the next job site. In addition, good GPS tracking includes up-to-the-minute traffic information that can help drivers avoid accidents and other hazards on the roads.

Unauthorized vehicle use by employees opens your business up to a wide range of liability issues. Many businesses allow drivers to take their vehicles home and many even allow drivers to use their vehicles for limited personal use.

Unfortunately, some employees abuse this privilege and use their vehicles for extended unauthorized journeys. If a driver gets into an accident during one of these journeys, your business may be liable for significant financial obligations.

Some GPS tracking solutions feature alerts that notify you when a vehicle starts up or moves during unauthorized hours. In addition, some systems can show you historic route information, so you can see exactly where your vehicles travelled during any time. You will know exactly when an employee used the vehicle, how long they drove the vehicle and where they went.

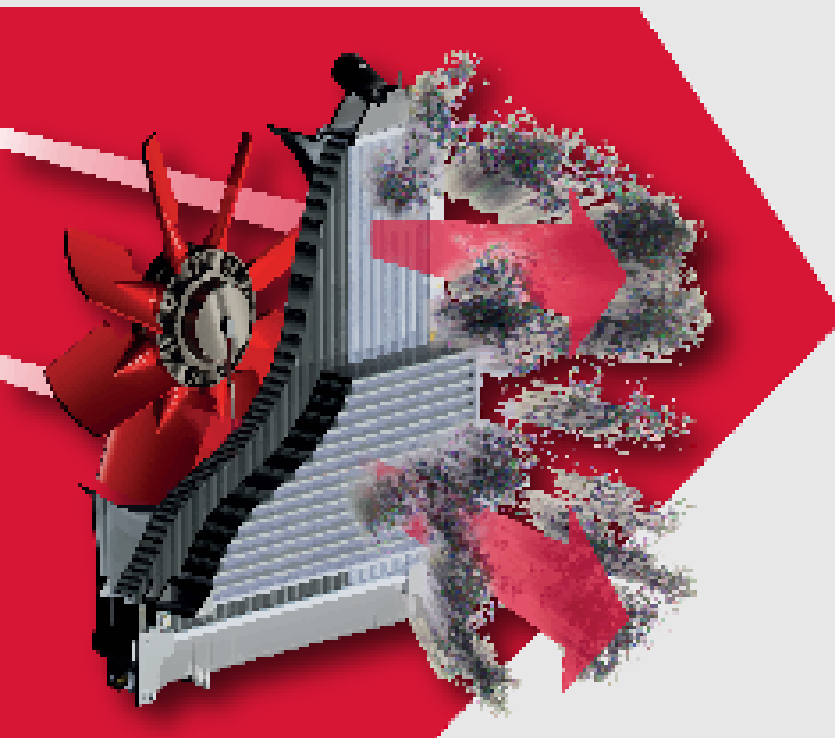
The historic journey function can even show you if drivers take their vehicles to unauthorized areas during the regularly scheduled work day.

The advertisement features a pair of black rubber boots against a blue background. The text 'stepliteX' is in a large, stylized green font with a yellow outline, and 'BOOTS' is in a bold, yellow-outlined black font. To the left of the boots, it says 'Flexible & slip resistant to -4°F'. To the right, it lists 'Standard or Steel Toe', 'Chemical Resistant', 'Lightweight', 'Insulating', and 'Long Lasting'. At the bottom, it says 'The Coburn Company, Inc.' with a logo, '800 776 7042', and 'coburn.com'. A small text line above the company name states 'Steel Toe is ASTM F2413-11 Compliant.' There are also Facebook and Twitter social media icons.



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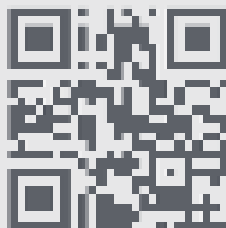
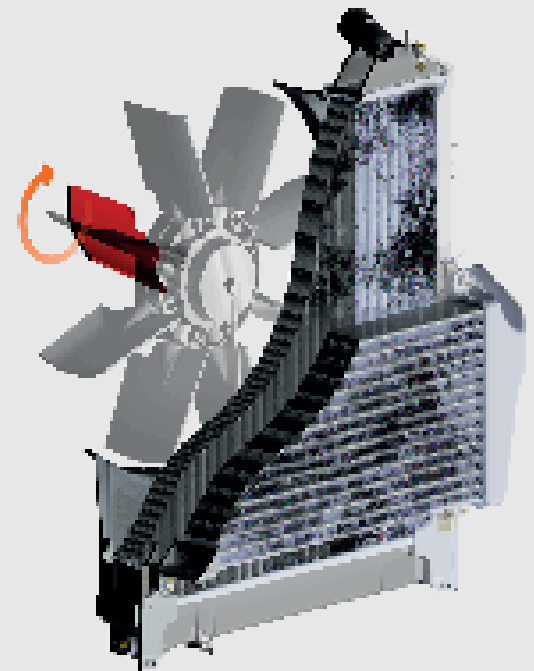
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For example, Best Electrical, an electrical contractor based in London, uses GPS vehicle tracking to monitor excessive vehicle mileage and unauthorized vehicle usage on off-days.

According to Robert Ransom, Director of Operations, Best Electrical mainly services maintenance and emergency calls. Technicians are available 24/7, which requires that his engineers take the company vehicles home.

Unfortunately, that meant Mr. Ransom had no idea if the vehicles were being used for unauthorized journeys or if employees were arriving to their first job site on time.

With GPS vehicle tracking, Mr. Ransom can use live tracking to monitor the location and status of all eight vehicles in his fleet. In addition, activity alerts let Mr. Ransom know if an engineer shows up to their first job on time or if they left their house on time in the morning.

"We have significantly reduced personal use of our vehicles since the drivers know I monitor usage," said Mr. Ransom. "And for my own sanity, I now know that my engineers are where they are supposed to be when they are supposed to be there."

#### Proof Against Fault

In addition to improving driver behavior, GPS fleet tracking can

be used as proof against fault in accidents and other claims.

Plote Construction Inc., a family-owned construction company based in the United States, used data gathered by its GPS tracking system to avoid serious financial liability resulting from an accident.

According to Eric Villa, Dispatcher at Plote Construction, one of Plote's trucks was involved in a serious accident two years ago. According to Plote's driver, a car was weaving in and out of traffic. The vehicle pulled in front of the truck and slammed on the breaks. The truck swerved to avoid hitting the car and the Plote driver lost control of the truck, rolling the semi over.

The driver of the car had a different story, claiming that the Plote driver was tailgating her and speeding over 110 km/h. Luckily, Mr. Villa had access to GPS tracking reports and could pull up the exact speed and location of their truck before the accident.

The report showed that Plote's driver never exceeded 110 km/h and was not driving aggressively. With this evidence submitted, Plote's driver was found innocent and the company avoided significant legal liabilities.

"Without the GPS tracking, we could have lost that case," said Mr. Villa. "It really worked out great for us."

In addition, Plote Construction often gets calls from customers complaining about cracks in their windshields caused by rocks that have fallen off the company's trucks. Mr. Villa is able to pull up the GPS route replay to see if a truck was in the area at the time and verify the complaint.

"Many of these types of complaints are blatantly false," said Mr. Villa. "When I tell the person that the GPS says no one was on that road at the time, they just hang up."

#### Proper Vehicle Maintenance

According to the LTCCS, just over 10 percent of all at-fault large truck crashes can be attributed specifically to vehicle factors. Improper vehicle maintenance can lead to accidents in several areas including breaks, tires, engine breakdowns and more.

High-quality GPS tracking solutions include maintenance scheduling that alerts you when vehicles are due for maintenance. Many times, alerts can be set by calendar time, engine on-time or mileage depending on the type of service needed.

With a proactive vehicle maintenance program, you can reduce the chance of your vehicles malfunctioning on the roadways and causing serious accidents. In addition, properly maintained vehicles help save your assets by keeping vehicles on the road to do more business and costing less money in repairs over time.

#### Protecting Your Mobile Assets

A much-often neglected aspect of safety is the protection of your own assets. Safeguarding your vehicles against theft is essential to prevent serious harm to your business. Stolen vehicles cost more than just the loss of the vehicle itself.

Most stolen vehicles also carry expensive and specialised equipment that must be replaced. In addition, a stolen vehicle means lowered productivity which may ultimately result in losing customers. GPS vehicle tracking provides clear benefits for asset safety.

Engine start-up alerts can be triggered to immediately notify you when vehicles are started during non-working hours.

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In addition, many high-quality tracking solutions have a route replay feature which can help you track down stolen equipment. In many cases, equipment from a stolen vehicle is unloaded before the vehicle is recovered.

With route replay, you can see where the vehicle stopped on its journey after being stolen and have police search those areas for the stolen equipment.

Signature Car Hire in Middlesex, UK offers a wide variety of prestigious vehicles for hire and utilizes its GPS tracking system to protect its assets. When your vehicle fleet includes brands like Ferrari, Lamborghini, Aston Martin and Rolls Royce, security becomes a top priority.

Deepak Bhatia, Managing Director of Signature Car Hire, knows the exact location of every vehicle in his fleet using GPS tracking. This is especially useful considering that their vehicles are very expensive and highly desirable to would-be thieves.

"We highly value the peace of mind we get from knowing where all our cars are at any given time," said Mr. Bhatia. "We get an enhanced feeling of security from GPS because the system offers many functions which are beneficial to our business."

The GPS system used by Signature Car Hire notifies the company if a vehicle goes outside areas specified for client use. For example, if a client says they are in Cardiff but the GPS tracking shows the vehicle located in Scotland, Mr. Bhatia can closely

monitor the client and contact them for clarification.

In addition, should a vehicle move to a port - a sure sign of possible theft in progress - Mr. Bhatia would know immediately and be able to contact authorities for quick action.

#### Finding the Right GPS Tracking for Safety

Businesses all over the world are now using GPS vehicle tracking to improve the safety of their vehicle fleets. With new regulatory enforcement on the horizon and the prospect of losing your business to safety violations, it's more important than ever for businesses to take a long hard look at how GPS tracking can further improve their safety record.

There is no doubt that GPS tracking can help your company improve the safety of your vehicle fleet. However, there are a few things you should look for when choosing a GPS tracking system for safety reasons:

**Live Vehicle Tracking:** Some GPS systems refresh vehicle locations at intervals up to 5 minutes. That allows too much time to elapse for a thief to be accurately tracked. The best systems refresh every minute to provide you with accurate, current tracking data.

**Tracking Speed:** The GPS solution you choose should have the capability to track vehicle speed. In addition, the system should alert you when drivers exceed speed thresholds you set.

**Management Reports:** A comprehensive reporting suite is essential for any great GPS tracking solution. The reports should highlight any improper driver behavior, including unauthorized usage and speeding. In addition, reports can provide you with accurate, location-based information that can stand up in the court of law should you ever need to defend your business.

**Alerts:** Make sure the GPS system you install has robust alerting features. Alerts should be customizable with various delivery options including email, mobile and within the reporting functions of the system. You should be able to set alerts for when a vehicle is started or shut down and when a vehicle enters a specific point of interest.

**Route Replay:** A good GPS tracking system will include the ability to track any historic journey taken by any vehicle. This allows you to see where any stolen vehicle has travelled in order to recover any stolen equipment dropped by the thieves.

**Maintenance Scheduling:** Choose a GPS solution that includes a complete maintenance program. You should be able to set vehicle maintenance based on calendar time, engine on time or mileage as needed. •

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# The Cleanfix Reversible Fan System

## Smarter Radiator Cleaning

Most modern agricultural, construction, recycling or forest machines are equipped with up to six radiators and their cooling/fan capacity is enormous. The fan becomes a vacuum cleaner and causes higher dust and dirt accumulation. In no time radiators and air-intake screens are clogged. Everyone is familiar with the annoying results of this inevitable process: overheating of the engine, transmission and hydraulics, need for more frequent maintenance, higher fuel consumption, and reduced performance of the air-conditioning. In other words, repair, cleaning, and downtime may easily cost several thousands of dollars each year.

In 1998, the German based agricultural equipment specialist Hägele came up with a simple but very clever idea to solve this dilemma: a reversible fan. The subsidiary Cleanfix was born. Ever since then it has focused on the further development of the concept of reversible fans. The objective: developing an innovative technology to clean cooling systems. The unique idea turned into a success story. Cleanfix has distribution partners around the globe. Earlier this year, Cleanfix North America Ltd. opened a manufacturing facility in Stratford, Ontario, Canada. The new site has the objective to better serve North American customers.

Nowadays, Cleanfix Reversible Fans provide cooling system cleaning solutions to a wide range of heavy construction, demolition, waste-handling, recycling, forestry, agriculture, and specialty industries where airborne debris clogs cooling systems and causes overheating, costly downtime, and higher repair and fuel costs. Cleanfix Variable-Pitch Reversible Fans provide significant fuel-savings in a wide-range of operating conditions. In this way, efficiency and productivity are enhanced. The unique multi-patented Cleanfix design has been awarded several prestigious industry awards. On top of that, customers are excited about the immediate benefits of the fans:

"I purchased a Cleanfix® Reversible fan after seeing it at the Tulare Farm Show in February of 2005. It was very easy to install. Since we have put it on the loader, we have not had any engine problems. My driver doesn't have to mess with the radiator any more. I would recommend it to anybody."

-Robert Van Hofwegen, Westwind Dairy, Tolleson, AZ

"We put the Cleanfix® Automatic Reversible Fan on the new Shred-All shredders. The operator likes the fact that the air conditioning works great because the condenser stays clean. The owner likes the fact of no down time blowing out the radiator. We would highly recommend Cleanfix® Reversible Fans on all orchard equipment to keep the radiator and coolers clean."

-Joe & Domenic Di Anna, Shred-All Inc. Modesto, CA

"I have the Cleanfix® Reversible Fan on six Caterpillar D-6 packing units. The fan keeps the engine temperature in the green without having to blow out the radiators manually every hour. These Cleanfix® Fans really make the difference."

-Erie Danell, Danell Brothers Green Chop, Inc. Hanford, CA

"We have a 9960 and a 9965 and would have to clean our screens after every dump. Now, we can go 4 or 5 days before checking the radiator and air cleaner. It is also safer now that no one has to run around the picker to clean it."

-Mark Rosa, Rosa Farms, Hanford, CA

## In a Nutshell

Cleanfix Reversible Fans are designed to purge debris and chaff from the radiator and air intake screens at full engine rpm, the Cleanfix Reversible Fan can help prevent overheating of the engine, transmission and hydraulics system at the push of a button.



Cleanfix Reversible Fans feature:

- The Cleanfix reversing fan system
- Nine specially designed fan blades
- An integrated air cylinder reverses the fan blade pitch with air pressure – all neatly housed within the central fan hub.
- The blades to rotate on their individual axis – through the cross position – to create optimum cooling and cleaning performance.

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sufficient to supply the required air pressure. Optionally, the Cleaning process can be automated with an electronic control module to periodically purge the cooling system. This eliminates the requirement to manually actuate the button.

#### A closer Look at the Cleanfix VP-SERIES

The new VP-SERIES fan takes the existing patented design of the Cleanfix Reversible Fan and combines a thermal control system that enables it to have true variable pitch performance.

To achieve this effect the Cleanfix VP-SERIES fan has a small thermo element positioned at each of fan blades, which adjusts the blade angles to match the optimal requirements

of temperature and revolution speed.

#### Thermal Sensitive Control

In the beginning the pitch of the blades is in a reduced angle, but if the temperature begins to rise, the thermo elements begin to expand to move the blades to a steeper position to create more cooling performance. As the engine and hydraulics cool, the thermo elements contract and the blades begin to flatten out creating less airflow. The complete angle variation of the Cleanfix VP-SERIES fan totals 18-degrees. This change in cooling performance can provide an extreme savings for both fuel and horsepower consumption but without compromising its ability to reverse the direction of the airflow to purge the radiator of chaff and debris.



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Cleanfix VP-SERIES fan means: less operational shutdowns for engine and radiator cleaning. Additionally, cold weather is no longer a limiting factor for ideal engine combustion and hydraulic system operation. Does your fan pay you your money back? •




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# GPS Tracking Devices Help Companies Secure Key Assets Against Theft

Securing expensive assets is a key challenge for many different kinds of companies, although the risks are particularly pronounced in certain sectors. For example, firms that work in the construction industry or related fields often need to leave a considerable quantity of expensive equipment at isolated job sites.

Just keeping track of vehicles and equipment spread across multiple areas can be challenging enough, and theft must be detected immediately in order to ensure that stolen goods can be recovered. Securing assets that are on wheels can be particularly challenging, as the stolen vehicle can instantly become a getaway car for the thief.

One effective strategy for boosting security at job-sites is to install GPS tracking devices in vehicles or other valuable assets that may become targets for theft.

In May, a group of opportunistic thieves executed a smash-and-grab job at the site of a project being completed by Thomas Industrial Coatings in Tulsa, Oklahoma. The work area was fenced in, but that measure can only provide a marginal amount of protection against determined thieves. After using a forklift to smash the gate and get into the "secure" work site, the perpetrators made off with a trailer containing upwards of \$100,000 worth of equipment.

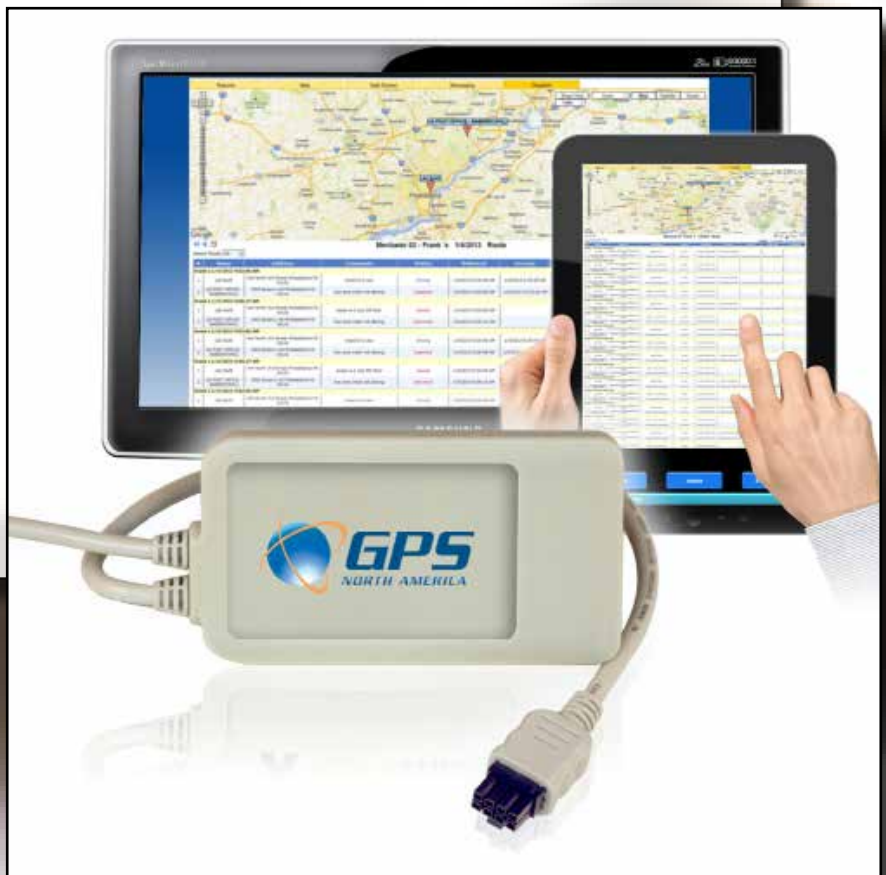
It must have seemed like an exciting score to the thieves, but their victory was short-lived. Within 24 hours, the GPS tracking device concealed in the trailer had led its rightful owners

directly to the house where it was being stored. Because the company was able to quickly track the trailer to its present location, the thieves did not have time to disperse the stolen goods and all of the equipment was recovered.

Thomas Industrial Coatings promptly released a statement praising the role that GPS North America's asset tracking technology played in the recovery of their equipment, saying that "once again, an investment in [GPS] technology proves its worth."

In another example that clearly demonstrated the value of GPS technology, a thief was caught red-handed with a stolen trailer sitting in his driveway. This time, the incident occurred in the Greater St. Louis Area.

Thomas Industrial Coatings had been hired by the Missouri Department of Transportation to repaint the I-270 bridges between Lindbergh Boulevard and I-170. It was a large project but the company was proud to be tackling the challenge. •





## South Coast Electric Reports Rapid Growth and Expansion of Service Coverage Area in the Los Angeles County

South Coast Electric announces its fourth quarter earnings increased over 100 percent over 3rd quarter due to increased organic traffic from its Google+ listing, Electrician Los Angeles and advertising contract with Yelp for Sherman Oaks Office listed in the Electricians and Home Theater Installation categories.

"We are continuing to see strong demand for high quality electrical and low voltage services in the Los Angeles County and planning expansion of our service coverage area for our West LA customers in Santa Monica and Beverly Hills, CA," said John Robertson, Chief Information Officer of South Coast Electric. "We intent to double our work force in the first half 2015 and currently accepting applications for Journeyman electrician positions."

Executives of GE ecomagination, Johnson Controls, Landis+Gyr, and SunPower Join Advanced Energy Economy Board to Spur Growth of Secure, Clean, Affordable U.S. Energy

Today Advanced Energy Economy announced that four executives of market leading companies have joined its board of directors to support the business group's efforts to spur the growth of secure, clean, affordable energy in the United States. The new directors are Deb Frodl, Global Executive Director, GE ecomagination; Prasanna Venkatesan, President and CEO, Americas, Landis+Gyr; Kevin Self, VP Strategy & Corporate Development, Johnson Controls Inc.; and Howard Wenger, President, Business Units, SunPower Corp.

"I am thrilled to have the support and perspective of these prominent business leaders as we work to transform public policy to enable the rapid growth of advanced energy companies," said Graham Richard,

CEO of AEE. "Their leadership will be of great value in helping AEE pursue its vision of a prosperous world running on secure, clean, affordable energy."

AEE conducts a variety of initiatives in the policy arena to expand opportunities for the advanced energy industry, including its 21st Century Electricity System program, which engages regulators, utilities, and business leaders in efforts to reform utility business and regulatory models; its campaign to realize the opportunity to modernize the electric power system under EPA's Clean Power Plan; efforts to strengthen state policies on energy efficiency, peak demand reduction, and customer access to renewable energy; and ongoing engagement with members of Congress and the Executive branch on federal energy issues.

Consumer Groups Praise PSC Affordability Effort as "Major, Unprecedented Step"

"By opening a proceeding to review and standardize energy affordability programs, the Public Service Commission (PSC) is taking a major and unprecedented step that could help millions of utility consumers across New York State.

"New Yorkers pay among the highest average residential electric rates in the continental United States. Consumers' struggles are evident; every day, New York utility companies shut off power to more than 200 customers unable to afford their bills. Over a million customers fell behind on their utility bills last year.

"Energy affordability is critical to New Yorkers and is completely compatible with the goals Governor Cuomo and PSC Chairwoman Zibelman articulated in their ground-breaking 'Reforming Energy Vision' (REV) proposal of modernizing and decentralizing the state's power generation and distribution system, encouraging clean energy and conservation, lowering power costs and spurring economic growth.

"We are anxious to start working on this issue to highlight the needs of those struggling to pay their bills, high rates of termination and arrears, and the lack of an independent advocate to challenge rate hikes.

"We commend Chairwoman Zibelman for her leadership and her concerns about the ability of New Yorkers to pay their energy bills. We look forward to working with her and the Commission staff to develop an energy affordability blueprint for use in all future rate cases."

## Entergy Positions for Future Economic Growth

In another step to enhance the reliability of its transmission system and enable economic growth in its service area, Entergy Gulf States Louisiana, L.L.C. announced today plans for a major transmission project in southwest Louisiana.

Referred to as the Lake Charles Transmission Project, preliminary plans call for an estimated \$187 million, including contingency, investment in the Lake Charles area. The project represents one of the largest single transmission projects in Entergy's history. It includes construction of two new substations, expansion of a third, and adding about 25 total miles of high-voltage transmission lines – including both 500 kV and 230 kV lines – to move power more reliably and efficiently into a region projected to have the fastest job growth rate in the state.

## NASA Awards Wallops North Island Electrical Upgrade Project

NASA has awarded a contract to Dvorak, LLC of Baltimore, Maryland, for the Wallops North Island Electrical Upgrade Project. This work will be performed at NASA's Wallops Flight Facility, Wallops Island, Virginia.

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contract with a basic value of \$4,270,700 with two options for additional work. NASA is exercising Option 1, in the amount of \$827,000, at the time of contract award. The total contract value at the time of award is \$5,097,700. Option 2, in the amount of \$427,000 may be exercised at a later date. The total period of performance for this contract is one year from the date of the Notice to Proceed.

The contractor shall perform the necessary work to upgrade the NASA Wallops North Island buildings through a multi-bus switchgear lineup to looped 15kV underground electrical feeders. The upgrades also include the installation of communication conduits for future expansion of the fiber optic network.

---

#### Consumers Energy, Employees Give Back to Communities, Contributing \$10 Million to Michigan Nonprofits in 2014

Michigan's nonprofit organizations made a significant impact on communities around the state in 2014, helped by \$10 million in contributions from Consumers Energy and its employees.

"These contributions fund United Ways, keep families warm, feed children and plant the seeds for our state to continue to grow," said David Mengebier, Consumers Energy's senior vice president of governmental and public affairs and president of the Consumers Energy Foundation. "We're committed to working with Michigan's nonprofit organizations to make our state a better place."

The \$10 million figure represents contributions from Consumers Energy, its employees, retirees, Foundation and parent company CMS Energy. The Foundation is the philanthropic arm of Consumers Energy, providing funds for education, community, civic and cultural development, social services, the environment, and emerging issues.

Four million dollars of the contributions helped organizations that provide direct energy assistance

to those in need, including The Heat and Warmth Fund (THAW), TrueNorth Community Services, The Salvation Army and Michigan Community Action. Those organizations will match \$2 for every \$1 that Consumers Energy is contributing.

United Ways received \$1.7 million. Of that, \$1.1 million was contributed by employee and retiree contributions to 57 United Ways.

---

KH Industries announces appointment of Craig Hefright, Vice President, Sales & Business Development



Craig Hefright has been appointed to the position of Vice President, Sales & Business Development of KH Industries, a U.S. manufacturer of industrial grade temporary lighting and power products.

Hefright will be responsible for the sales team leadership and driving growth in existing and new business with responsive account management and new product development.

Hefright brings 25+ years of engineering and account management experience to KH Industries, with his last 12 years at Truck-Lite Company, a leader in the heavy duty commercial lighting industry.

"Craig's unique blend of experience includes a background in research, product, and market development within the industrial and commercial lighting industries. This,

combined with his strong account management and product engineering background will take KH Industries to a new level of delivering lighting and power solutions that are responsive to future and current market needs," says Joseph Pinker, Jr., President, KH Industries.

At Truck-Lite Company, Inc., Hefright's most recent position was Director of Product & Marketing Development where he was key account manager for Military and OEM accounts, he also led the initiative to develop market strategies on new LED products.

Hefright also served in various engineering and program management roles at OSRAM Sylvania, General Electric Corporation, Rubbermaid Company, and Corning Incorporated.

Craig Hefright is a graduate of the Pennsylvania State University with a Bachelor of Science degree in Plastics Engineering Technology (1993) and an Associate's Degree in Mechanical Engineering Technology.

---

KH Industries expands cord reel inventory to include Static Discharge Grounding Reels, ideal for Utility Service Vehicles



KH Industries RTX Static Discharge Grounding Reels electrically connect equipment to the ground, which prevents equipment from becoming sufficiently charged to cause a static spark which could ignite flammable vapors. RTX Static Discharge Grounding Reels are for utility maintenance and service applications including exterior mounting

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#### Hydra-Flex Introduces New Line of Hydro-Excavation Nozzles: Heavy-Duty, High-Impact Nozzles Are Designed to Dig Faster, Save Water

Hydra-Flex released a new line of nozzles designed specifically for the hydro excavation industry – the Switchblade™ Linear and Ripsaw™ Rotating Nozzles. With their improved impingement and stream quality, these nozzles allow the operator to dig faster while using less

water, ultimately ensuring greater efficiency on the jobsite.

Designed for durability, these heavy-duty, high-impact nozzles operate at up to 3,200 PSI and are constructed with stainless steel housings and tungsten carbide wear surfaces to withstand harsh environments and provide longer life than ceramic nozzles. Non-conductive urethane coating on the nozzle body extends the life of the nozzle while protecting the safety of the user and sensitive underground utilities.

During development, special focus was placed on optimizing the stream quality of the nozzles, resulting in their superior digging/cutting ability. In lab tests, Hydra-Flex's Ripsaw™ Rotating Nozzle was run alongside competitor nozzles to measure impingement and digging speed. On average, the Ripsaw nozzle cut through the test substrate 67.25 times faster than the competition. (Videos of the tests are available online at <http://hydraflexinc.com/support/videos/>)

[com/support/videos/](http://hydraflexinc.com/support/videos/)

"While it seems like just a small component on the truck, your nozzle can play a huge role in your overall job performance," says Justin Jovle, Hydra-Flex Product Line Manager, "A range of flow rates and spray patterns are available for different applications like potholing or trenching. Choosing the right nozzle is like having the right tool in your toolbox."

Hydra-Flex will be featuring their hydro excavation nozzles in booth #219 at the Waterjet Technology (WJTA-IMCA) Expo, October 14-15, 2014 in New Orleans, LA. For more information, visit [www.hydraflexinc.com](http://www.hydraflexinc.com).



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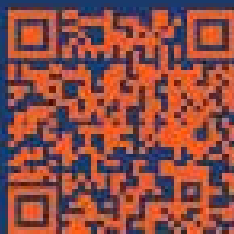
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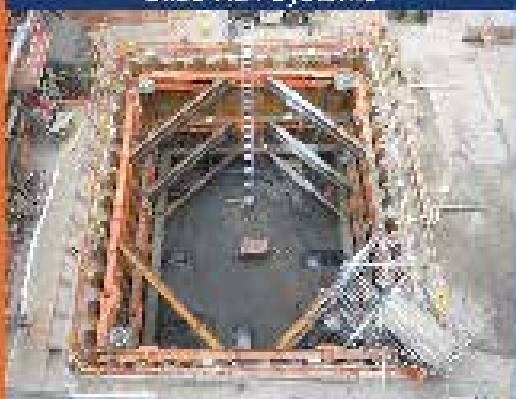
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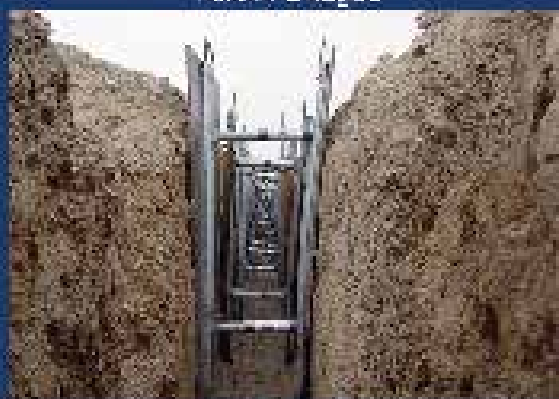
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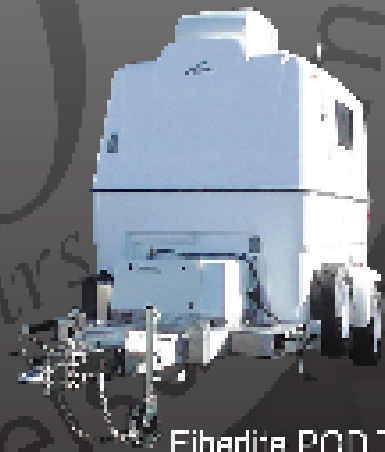
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