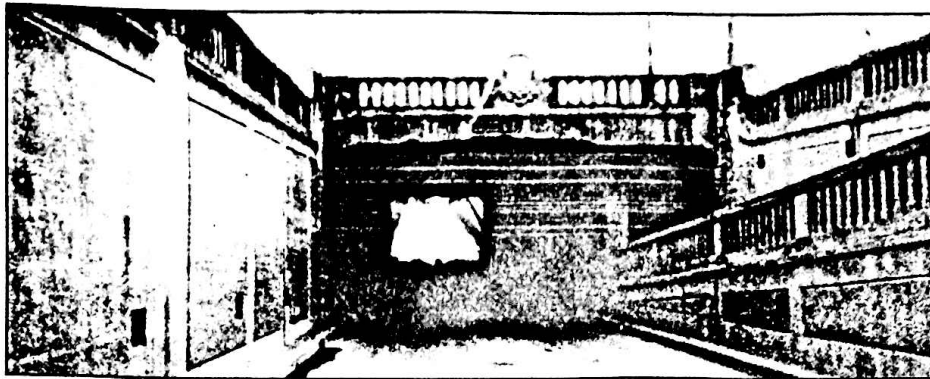


Owning a piece of the rock



Ever heard of the 7th Street Bridge in Oakland? Wayne Schooling has. He's the safety director at California Cartage Co. in Long Beach. One of the things that used to keep him awake at night was the specter of a driver trying to squeeze a full-size rig under the "most hit low underpass in Oakland."

"We call it 'owning a piece of the rock,'" says Schooling, "but this is one rock we very much wanted our drivers not to buy into. Unfortunately, some of them did anyway, and the results in injury and damages were simply unacceptable in a highly safety-oriented organization like California Cartage."

It was a worrisome problem, and the question that bedeviled Schooling over a period of months was just what to do about it. A call came in one day from a guy named Del Schroeder talking about a safety idea developed by the Marlin Firearms Co. in New Haven, Connecticut. Schooling was curious. The two met, and CCC hasn't owned a piece of the rock since.

It happened like this: Marlin created—and markets—a management tool called the News Center, actually an innovative twist on the basic bulletin board, that goes right to the heart of the safety challenge—building awareness and cultivating positive attitudes. "If you can attract attention to the issues," Schroeder explained to Schooling, "you can educate your drivers and get them to modify their behavior behind the wheel."

Marlin publishes a weekly "magazine" that drivers read not between covers but on an illuminated three-panel News Center with a customized nameplate that the company provides for each subscriber.

Upbeat, fast-paced international news photos at the top of the center panel arouse drivers' curiosity and draw them to the News Center. Once there, they are exposed to a variety of colorful, hard-hitting graphics, messages, posters and other communications that get across specific safety ideas and priorities. Repeated expo-

sure sparked by the regularly changing photos reinforces and accelerates retention.

In addition to the trucking industry material published by Marlin, the company will make large custom posters in color for its subscribers. It was this feature that helped Wayne Schooling solve his 7th Street Bridge problem.

"Do You Own A Piece of The Rock?," the headline said. Underneath was a close-up photo of the troublesome underpass with the caption, "By The Time You See This Again, It May Be Too Late!!!"

That did it. When Schooling's drivers saw the poster in the News Center magazine, they began to think reasonably about the notion of trying to force two bodies of matter to occupy the same space at the same time, and they stopped hitting the bridge. "You know," Schooling said, "safety is a lot like cod liver oil. The stuff is good for you, but it's so hard to swallow."

The Marlin News Center approach makes it easier for us as managers to focus attention on safety and other profit-impacting issues (keeping log books up to date, dependability, driver professionalism, etc.) by making them more interesting and palatable to our people. It's as simple as that, and it works."

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Rate changes will presumably be made effective on the date the changes are ordered, with a 60-day deadline for full compliance.

Delays have plagued the index for the second consecutive year. Last year's index was ordered August 10. Under General Order 147-A, rate changes under the TFCI are supposed to be effective July 1 of each year.

Numerous problems have haunted this year's calculation, the latest of which is a reluctance among insurance companies to disclose changes in liability premium rates.

The insurance cost changes resulting from the CPUC staff study are used in the annual calculation of the TFCI. It isn't immediately clear what the staff planned for the insurance portion of the calculation.

FINANCIAL WHO'S WHO and FINANCIAL PROFILE coming

No you haven't missed them. The 1988 **FINANCIAL WHO'S WHO** and **FINANCIAL PROFILE** are in the process of being revised and improved. The new and improved 1988 versions should be available by the end of August. Stay tuned!