

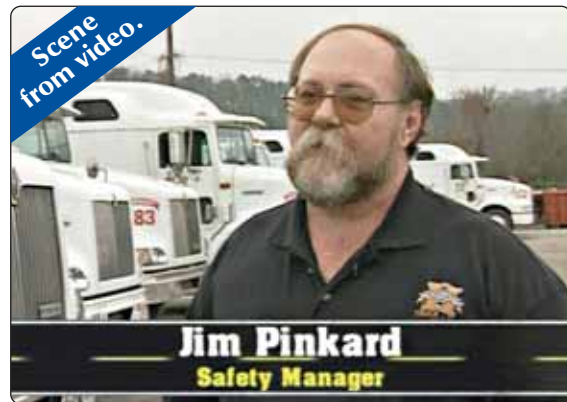
“I only spend money and time on products our drivers pay attention to — that’s why J. J. Keller videos are the foundation of my training programs.”

Forests cover 71% of Alabama, and over half of the nation’s wood products are produced in the south, so it’s no surprise that lumber and building materials are some of the most common types of flatbed cargo handled by family-owned Hornady Transportation LLC of Monroeville, AL.

To Hornady’s Safety Manager Jim Pinkard, flatbed hauling can be one of the toughest types of driving. *“With no walls holding the cargo in, you have to drive the load all the time, or it will drive you,”* he says. *“That’s why our employees have to be exceptionally skilled at driving, and on top of the situation every minute they’re behind the wheel.”* To help Hornady’s drivers meet those challenges, Jim’s extensive introductory and refresher training features a wide variety of J. J. Keller driver training products.

Jim observes that the demands on his trainees are greater than ever. *“I can’t think of anything that hasn’t changed since I was a driver myself — logging, weight limits, regulations, even the trailers are much bigger. You need skills now that you didn’t in those days. As a company, we have to teach our drivers those skills, and I appreciate that J. J. Keller training is current and realistic enough to help.”*

When Jim took over as Safety Manager in 2001, Hornady was already using Keller training products. Liking what he saw, he added J. J. Keller’s *7-Minute Solutions*, *Extreme 7-Minute Solutions*, *Hazard Perception Challenge® I and II*, and *Vehicle Inspections* to his program. Jim was among the first to try one of J. J. Keller’s newest video lines, *Master Driver*, and was so satisfied that he pre-ordered other titles in the series as soon as they were announced. *“The only complaint I’ve got with J. J. Keller*



In recognition of Jim’s safety knowledge, he was asked to share it with other customers by appearing in a video himself. Look for him in J. J. Keller’s **Flatbed Cargo Securement**, sold on page 78.

videos,” Jim says, *“is that they can’t make them fast enough for me!”*

“Other videos I’ve used run too long and lose the drivers’ attention,” Jim comments. *“J. J. Keller training videos are to the point and cover topics clearly in a short length, which drivers appreciate because it shows respect for their time. Plus, J. J. Keller videos use down-to-earth language that doesn’t talk down to drivers. It’s like one of their peers speaking to them, which helps them relate better to the material. Our instructors are former drivers, and the videos fit right in with their talks because they use the same industry terms.”*

“J. J. Keller videos cover the important basics that contribute to safe driving, and they’re general enough that I can combine them with my own company-specific PowerPoint® presentations.” he notes.

“My relationship with my J. J. Keller customer service rep has always been real good,” Jim says. *“He’s always very informative about what’s coming out, listens to my responses and helps me choose what would work best for me.”*

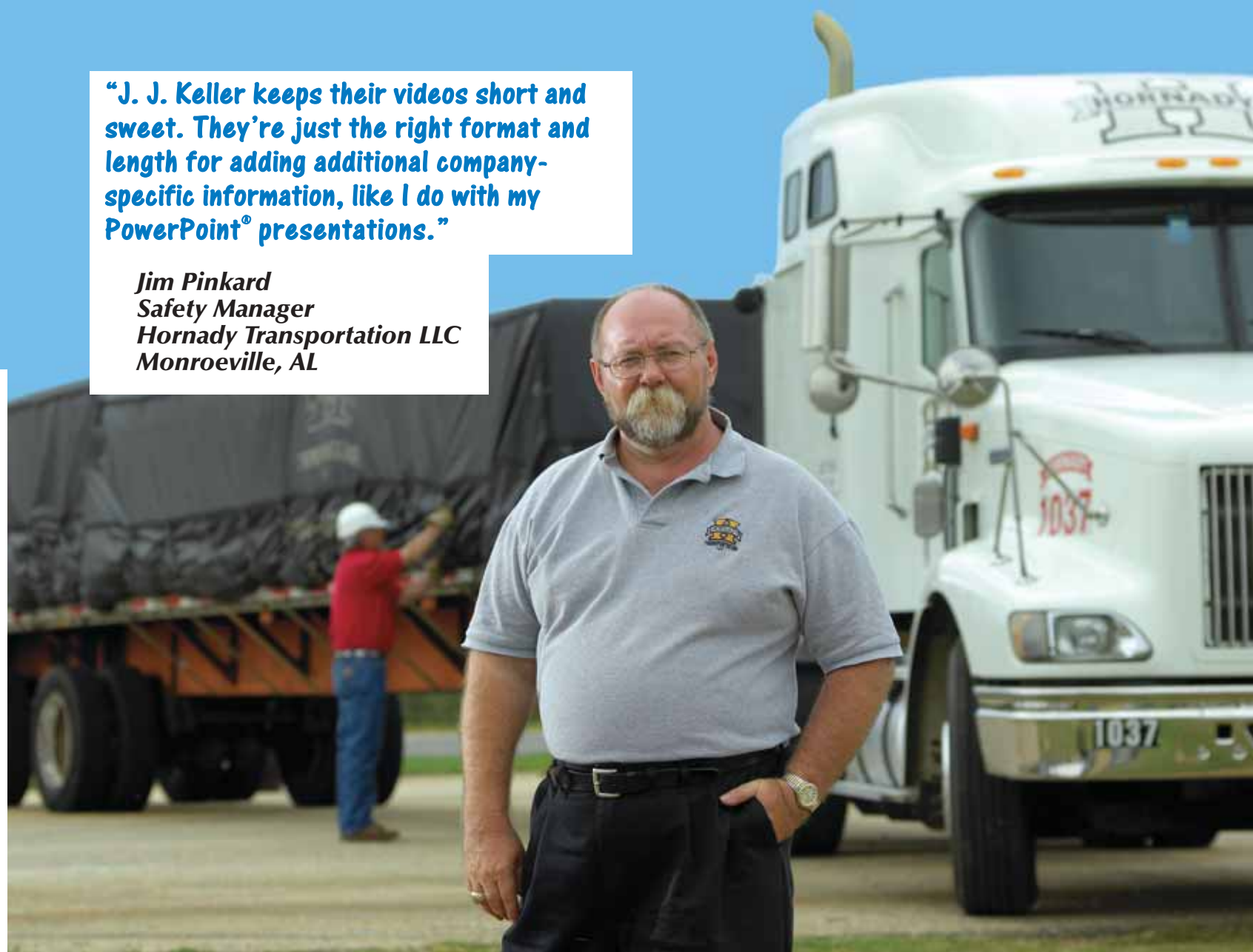
“We show our drivers that they’re valued by providing them with good equipment to use, and the training to help them succeed at keeping both their cargo and themselves safe,” he adds.

“J. J. Keller training products go a long way in helping keep drivers informed and involved in the safety process. I would recommend them to other companies who, like Hornady Transportation LLC “express quality service through safety.”



“J. J. Keller keeps their videos short and sweet. They’re just the right format and length for adding additional company-specific information, like I do with my PowerPoint® presentations.”

**Jim Pinkard
Safety Manager
Hornady Transportation LLC
Monroeville, AL**



Jim and the Hornady team of instructors like Calvin Helton (shown) are responsible for the introductory and ongoing training of over 400 drivers operating out of terminals in Alabama, Arkansas, Kentucky and Illinois.

Jim shares his thoughts on some of his favorite J. J. Keller products:

Master Driver Series
“Very helpful for presenting critical basic information, with an interactive approach that our drivers respond to.”



Hazard Perception Challenge I & II
“These programs have been a plus for our remedial accident training.”

Backing
“Our industry’s most common accident. Tells what the driver should look for before backing up.”



Vehicle Inspections
“What drivers need to know about how to inspect their vehicles.”

Speed & Space Management
“Following distance, following distance, following distance!”



7-Minute Solutions
“Fast training tools that drivers can relate to.”