

SAFETY SPOTLIGHT

Abby Greer November 13, 2023

The "Safety Spotlight" feature of The Green Light shines the spotlight on safety professionals to gain insight into their background, and their thoughts and ideas on safety in our industry.

Meet Brian and Val Lindley, owners of LB3 Trucking in Wedowee, Alabama. Founded in 2012, LB3 Trucking is a reefer operation, a far cry from their start as a side business of buying, collecting and reselling organic fertilizer to local farms. Brian is also a member of the ATA Comp Fund Risk Management Advisory Committee (RMAC), a panel of representatives from all over the industry that meet to discuss trends and changes in safety.



How did you get started in Safety?

Val: It was not the plan. We were a young company, and I was just starting to homeschool our kids and Brian needed some "help." As we grew, we had a few small "incidents", and then we got the call of a not so small one. It turned our world upside down. We are honest, hard-working people and the last thing we wanted was to see someone hurt involving one of our trucks. That is the moment our world changed. We began going through the questions asked by attorneys and we quickly realized we needed help; we were not on the farm anymore. We had not been involved with the ATA for exceptionally long and Tim Frazier came into our life shortly thereafter. We had Mr. Tim go through our files and do a mock audit on us. My, my did he teach us some things. I knew then if we were going to stay in business, I had to have a plan in place. This is when I got involved in safety.

What do you view as the main duties of a Safety Director?

Keeping everyone aware of the importance of safety and the effects it has on so many people personally and financially. We have discovered a healthy safety program is the foundation for success in all other areas of our business.

Why is safety important to you?

It is peace of mind. Things happen in our industry every day. It is important that we educate and make everyone aware of the risks and the rewards that safety has in our day-to-day lives.

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What has been the most challenging task in your role/career as Safety Director?

Val: The hardest for me was Brian LOL. He was raised as a farmer and is determined to accomplish a job. In farming, he did not have a rule book he had to follow. Starting in this industry in his 40's, he had to go through some hard changes. This is not to say he did not want everyone safe; he had to learn we had to get the job done while being safe at the same time. That accident I mentioned earlier took care of all of that for me. It profoundly changed our life. I remember Brian telling me the Lord spoke to him louder than audible and said to him "If I'm going to be a part of this company, we are going to do it right."

How do you promote your company's safety culture? How do you get employees to get involved?

We have won many safety awards over the years. Those awards sit in our offices and when new recruits and our current drivers come in, they see those awards. We speak about these and the difficulty it was in earning each award. We stress the importance of doing things right in every aspect of the company. We just had our shop floors painted and sealed so that when someone comes by, even the shop is clean and well-presented. I guess you could say success breeds success. Our participation in the state competitions has also helped in this area. We have our own TDC in April every year. The top two earn a spot at the State TDC. We have had the pleasure over the years to have representatives Tim Frazier (ATA), Candy Woodruff (ATA Comp Fund), Sergeant Jason Harris (ALEA) and even FMCSA director Clinton Seymore attend.

What advice do you wish you had received early in your Safety career? What advice would you give to someone who is starting out in their Safety role?

The ATA and the ATA Comp Fund have changed our lives. I wished we had known the importance and the value of being involved in these two great organizations earlier. If everyone that received a new DOT number would have the first year required to be a member of the ATA, it would help in ways that I do not think we could measure. The vast array of people we have become such good friends with within these organizations have helped mold us to what we are today. Knowing that none of us have all the answers but also knowing to have a group of people you can call to get the answers means everything.

What would be your safety quote or message?

"Treat every vehicle you meet as a member of your family."