

SAFETY SPOTLIGHT

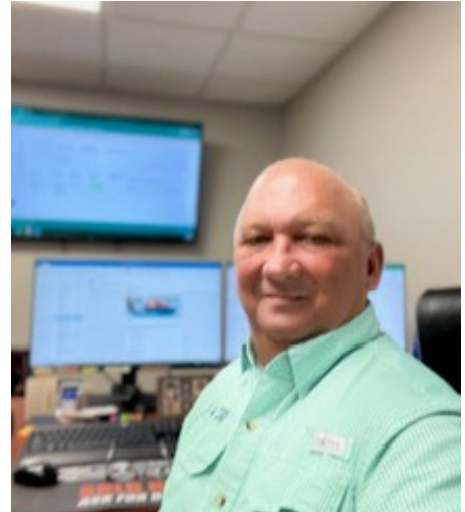
Abby Greer August 4, 2026

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 Tracey Truelove, General Manager/Safety Manager for C&W Global in Winter Garden, Florida. Tracey started his career loading/unloading packages at UPS on the midnight shift. He worked his way into operations, and later, safety for Central Florida...

How did you get started in Safety?

I would have to say safety is basically built into every job that is performed and mine started back in 1983 when I got a job at UPS loading/unloading packages here in Orlando on the midnight shift. After 2 years I worked my way into a supervisory role and was constantly training employees on how to safely



perform their jobs. After 8 years in operations, I was offered a new role as an internal customer service rep dealing with package handling, open packages, and damaged packages (especially ones that were marked hazardous material) and was instrumental in implementing a disposal program for these packages. I became the HazMat guru for our district, and from there I was pulled into our district safety department in 1994, and that was when my formal safety career began. I had to learn all aspects of safety to include safety training, forming safety committees and finding ways to make safety a priority throughout our district. Within a couple of years, I was the Central Florida District Safety Manager.

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

The main duties of a safety director are to get ALL employees to follow safety methods, use PPE and other tools appropriately, and to make safety a priority in everything they do. I would always run into the misconception that safety methods are tedious and take more time to use. The challenge was to get employees to make safety a habit!

Why is safety important to you? How do you (or would you) improve your company's safety culture?

Safety is important because you want everyone to come to work safely and go home each day injury and accident free, if not for themselves, for whomever it is that is important to them. I am a strong believer that how you treat employees shapes their attitude. If they know you care and you have their best interest at heart, they will typically follow you and want to do a great job (what's important to you, is what's important to them - so send the right message).

SAFETY SPOTLIGHT

CONTINUED

What has been the most challenging task in your career as a Safety Manager?

As a Safety Manager you are always being the salesperson that is selling your employees on the rewards of being safe. In many cases, the toughest ones to sell are your immediate management people you have assigned under you. Getting them to understand that safety will supersede operations is sometimes tough because they think that's what drives their paycheck. That's why Safety Indices must be built into all reviews and evaluations, and people must be held accountable for being safe.

How do you promote your company safety culture? How do you get employees to "buy in" or get involved?

The best way to create a safety culture is to be a sincere leader with your people and show them that you care. That right there will get most people to buy in. Some you have to prod a little bit more and show that your willing to let them go if they can't work safe. Accountability is the basic fundamental for any safety program. Show them you care enough to make them be safe.

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

I would say the best advice I could have learned a little bit earlier in my career and what I would say to someone starting out is: You can pretty much expect what you inspect! The key to driving a great safety program is being out with your people and watching what they do as much as you can. When you see something wrong, you need to say something. Nothing will ever change if you don't say something. Interacting with people is where you get that buy-in and people want to not just work safe, but even work safe for you!

What would be your safety quote or message?

I would have to quote one of the key phrases from the Smith System of Defensive Driving: *Be Prepared, Expect the Unexpected*. Mishaps, injuries and accidents typically occur when you least expect or let your guard down. You have to be thinking at all times and make sure you are doing it the safe way!

Of the ATA Comp Fund/AIR recommendations, which policy or procedure has been most effective for your company and why?

I would say my favorite program has been the Re-employability or Sheakley programs to where we get the injured employee back into performing some type of work within there limitations. We have had much success getting the injured employee back to work in a more timely fashion by utilizing this program.