



Enform Petroleum Safety Conference – Banff, AB

Brian McConaghy – May 6, 2010



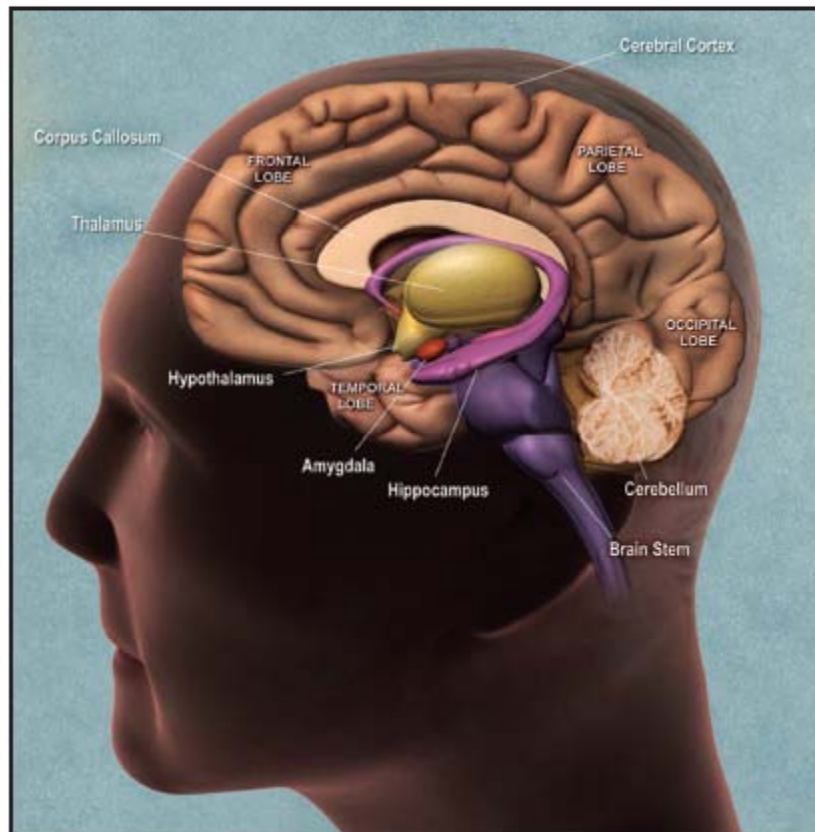
Brian Reads Article



Brian Reads his article with the slides running in the back.



Your Brain at Work



Cognitive Abilities

- Information to short-term memory
- Encoding/distractions
- Screen out information
- Brain has limited capacity
- Hazards are missed

Journey Management



Cell Phones

- This is a societal issue
- Cell phones, the seat belt issue from the 70's
- Driving drunk or using cell phones, same impairment
- It's stupid, a 6 oz cell attached to your ear and a 4,000 lb vehicle attached to your brain

Journey Management



THE LAW



THE LAW

- Some provinces and some states are making progress
- None have law that prohibits using hands free
- Alberta is proposing a comprehensive new law on distracted Driving





THE CELEBRITY

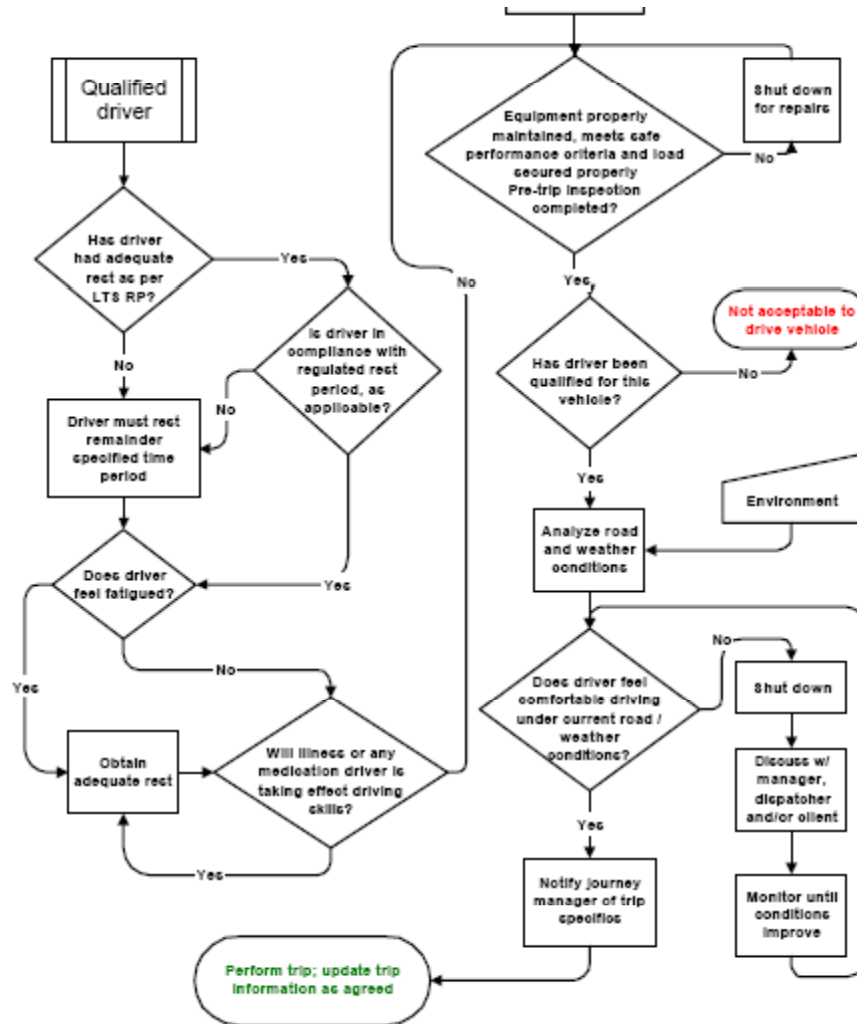
NO PHONE ZONE

Link to video.....

Journey Management



You Need A Plan



Journey Management

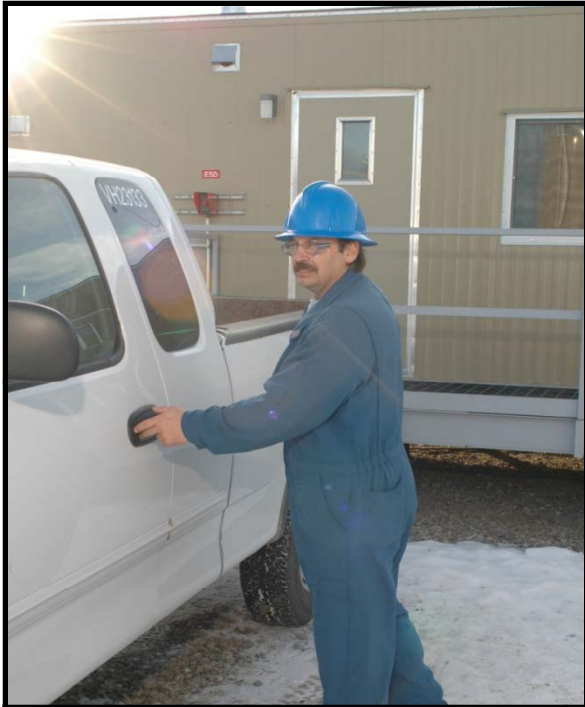


The Journey Is Your Job

- Use the available electronic devices
- BUT use them safely!!!
- Multi-tasking does not work
- Your brain can not accommodate two complex tasks



Journey Management





Journey Management



MasterCard as per discussed in meeting