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D&L Safety Services – Global Consulting Firm Providing Full-Time Site Safety Professionals and Safety Training



Brian Dolin
Owner/Director

D&L Safety Services

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Dolin, what is D&L Safety Services?*

Mr. Dolin: D&L Safety is a safety consulting firm that provides full-time site safety professionals, as well as safety training. We provide consulting for companies and safety directors. We do what they may not have experience doing and/or what they cannot do because they are overwhelmed.

We put full-time safety people on job-sites as needed by companies. For example, if they have too many jobs for their safety professionals, or they may be ramping a job up or down and need someone so that they can move their person somewhere else, they have someone leave unexpectedly, need a vacation, or have an emergency. We fill those positions.

CEOCFO: *What falls under the category of safety and what might be in the safety category that would surprise people?*

Mr. Dolin: Behavioral-based safety should not surprise anybody in safety, but it is a big component of safety and what we try to help companies improve on. What might surprise some people is how wide of a scope safety and safety regulations cover. The regulations include general industry, construction, mining, the US Army Core of Engineers, and government entities with somewhat different rules for each entity. They follow OSHA regulations but they have a lot of additional rules in place. The actual regulations are considered a minimum and many companies and locations add additional rules to provide a greater level of safety for their personnel.

CEOCFO: *How do you keep on top of all the different regulations as there are so many different entities?*

Mr. Dolin: The regulations are in place under OSHA (Occupational Safety and Health Administration) or the Corps of Engineers EM 385-1-1, or MSHA (Mine Safety and Health Administration), so you get familiar with basic rules. As you go out and work with different companies and different sites you have to learn the specific rules that they follow. Their rules are often above and beyond the federal or state regulations that are in place. They cannot take away from, but they can add to and you have to learn the requirements at each site.

I get calls and I am asked about regulations regularly. I have to do the research and determine what rules they have to follow. In many cases as a consultant, you are asked what the rules are or to interpret the meaning of the rules and this provides a solid background in learning and implementing the safety rules for each site. That is the main way I stay on top of regulations. The other way is I keep up with my certifications, conferences, and Occupational Training Institute courses.

CEOFCO: *What is your geographic range?*

Mr. Dolin: United States, Canada, Trinidad, basically we will work anywhere. We worked in Poland and have bid work in Japan, Turkey, and Mexico. It just depends on the job. We have consultants who will work anywhere, it just has to be cost-beneficial for our clients.

CEOFCO: *Is it easy to find people to represent your organization?*

Mr. Dolin: It is difficult. You have to not only find somebody who has the experience and the certifications, but they have to have the demeanor and personality to work with the client.

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We have found that each job and each client is an independent factor. We will have somebody who gets onsite and fits in well because they not only have the expertise, but can fit in with the crew on a personal level where they are all able to work together. On another project the same individual who is 100% capable of conducting the job as per the site requirements, might not have that personal relationship with the individuals they are working with onsite.

We try to not only look at the job requirements, but the personality of the site and the needs of the site.

"If you are running a business, it is the people that you hire that run that business, the people that you have that work with you that create a successful work environment." Brian Dolin

CEOFCO: *What has changed in your approach over time?*

Mr. Dolin: From a regulatory standpoint we do not do anything different. The expectations on the training and certifications have risen dramatically over the last ten to fifteen years. The expectations on the job sites, the amount of experience that the individual needs, and the certifications needed have increased. This has made it more difficult to find personnel with the required qualifications that clients are needing for the sites.

The biggest change is the needs of our safety contractors and clients. There is a lot more expectations on the side of the individual and client today than there were in the past.

CEOFCO: *Where do things like diversity and environment and the issues of today come into play?*

Mr. Dolin: We hire people based on their credentials and their ability. We have a very diverse workforce and had no intention of trying to be diverse. We hire those who perform the best job and do the best work and that has worked out very well for us. By hiring based on qualifications and ability we have been fortunate enough to have a very diverse workforce who work well with our clients and each other.

As far as the environmental issue, a lot of our clients are doing environmental work, so that is a component of our job when we get onsite. It is not something we have worked independently to perform; it is just part of the job.

CEOFCO: *Would you give us an example of some of the training that you do for your clients and what it involves?*

Mr. Dolin: We do a little bit of everything. We do everything from active shooter, the OSHA-10 & 30 Hour Construction and OSHA 10 & 30 Hour General Industry training. We have done aggressive and defensive driving training, we do First Aid/CPR/AED training, Competent Person Courses (excavation, fall, scaffolding, etc.). If it is OSHA training, we pretty much cover most of the training. We also provide site specific training for sites. This can occur from a site request, specific parameters at a site that fall out of the norm, and after an incident where a site wants specific training covering their work activities and the future prevention of incidents.

Training that we have done recently was a hazard recognition training class; it is not an OSHA regulation training course, it is training where we show videos, scenarios, and statistics to help supervisors and management, and in some cases employees, to better recognize the hazards of the worksite and not just zero in on production or performance.

CEOCFO: *How do you reach out to potential new clients and how do you stand out at a conference?*

Mr. Dolin: We do not advertise that much. We go to conferences and we try to put our name out but we do not actively advertise or go after new clients. A lot of our clients are word-of-mouth. Our performance on a jobsite allowing our current clients to feel comfortable telling other potential clients about us and that is our main source of new work.

We have been fortunate to have a long-term relationship with the clients that we have and over time we have had more people learn of our services and hire us to perform work for them. I would say 80% of our new clients are word-of-mouth. Now and then we will get a call and people tell us that they looked at our website or saw us at the conference but most of it is word-of-mouth.



CEOCFO: *Do you get much feedback from your clients?*

Mr. Dolin: I do get feedback on a regular basis. We find that when something goes wrong clients are much more apt to contact us. But we have found a lot of our clients call us when someone is doing a very good job or when something has helped prevent an accident or helped them perform the job better. We have had a few clients call us after an OSHA site visit and state that without the help they had received the OSHA visit would not have gone well. The best feedback we receive is when a client asks for a consultant to come back by name due to the job performance they experienced while that consultant was at their site.

We had one gentleman that we trained in First Aid/CPR and about a month later he performed CPR on a coworker at the job site and he called to make sure we knew that the training allowed him to properly respond to the incident. That occurs more frequently than you would think. We just had a lady that is on a job site in Virginia and during a safety gathering our client wanted to include her with a gift to thank her for the work she is doing and ideas she has implemented at the site that have improved the overall safety at the site.

CEOCFO: *What is ahead for D&L Safety Services?*

Mr. Dolin: We would like to continue to work with the clients that we have and grow at a moderate pace. We are in a good spot and would like to continue to add more clients and more areas over time. We enjoy getting new and interesting work and we would like to just continue to provide the best services we can for our clients.

CEOCFO: *Final thoughts?*

Mr. Dolin: If you are running a business, it is the people that you hire that run that business, the people that you have that work with you that create a successful work environment. I could not even attempt to be part of this company if I did not have the people that I work with. They do a tremendous job and cover for me when I am not there or unable to get to the phone or answer a client. They take care of things knowing that that is part of their job. They are doing an amazing job.