



Shipping, Storing, Serving, Smiling! Delivering our promises every minute, every hour, every day!

CABOVER OFFICE

By Jeff Jenks
jenksjeff@truckmen.com



Every now and then you have the good fortune to get involved with something uniquely special. This was certainly the case when we had the opportunity to meet Mark Cironi and hear about his start-up company, Green Energy Technologies, and their initial product- the wind cube.

We first learned of Mark and his product through a Growth Partnership for Ashtabula County function promoting "green energy" in Ohio. As I've mentioned in previous articles, we've been interested in wind energy for several years. Continued on Pg4

LETTER FROM THE EDITOR

By Julie Lefelhoc
lefelhocj@truckmen.com

In the age of e-mail blasts, texting, blogs, instant messaging, and twittering (who comes up with these names, anyway?), the internet and it's various forms of communication is so prevalent in our lives that it's really hard to remember what it was like to actually go look something up in a book. What in the world do we use encyclopedias for now when you have Wikipedia.com? Why have a dictionary or thesaurus sitting on a shelf, when dictionary.com has everything including audio files that allow you to hear the pronunciation of an herbivore that lived in the upper Jurassic period called "Tuojiangosaurus"?

We have a world of knowledge at our fingertips these days. Google has morphed itself from a noun into a verb that we use daily. One of my six-year-old nephews is obsessed with fish. At about three years old, he could tell you the difference between a blue girdled angelfish and an eastern triangle butterflyfish. He would repeatedly ask his mother to "google" fish so that he could learn more about them and see pictures.

So, if Google is now our source for just about any piece of information possible, then imagine our panic when we realized that the only way we could find our web site through Google was to actually type in "Truckmen". Even if I type the most specific phrase I can think of for our business "trucking warehousing Geneva Ohio", we make the second page! So, our next step was to figure out how to fix this. We can't possibly survive if we cannot be googled!!

But after I talked to some companies that specialize in "search engine optimization" or "pay per click" advertising or various other methods of marketing on the web, things were a lot more confusing. Continued on Pg 4

By **Bambi Paulchel**
snyderb@truckmen.com

Death of Trucker Prompts Truck Parking Bill

(Ohio trucking association email 4/29/09)

A bill in the U.S. House of Representatives would provide grant money to increase security and improve conditions for truck parking across the country.

The bill is called "Jason's Law," in honor of trucker Jason Rivenburg, who was shot to death during a robbery attempt on March 5 while resting at an abandoned gas station in South Carolina. It was introduced by U.S. Rep. Paul Tonko (D-NY.).

"Jason Rivenburg was the victim of a senseless act of violence, and this bill is a way for us to honor his memory by providing greater measure of safety for truckers," said Rep. Tonko. "If we are going to require truck drivers to get a needed amount of rest in the course of their workday to protect themselves and other motorists, than it makes sense that we partner with local governments and private companies to provide enough safe, secure areas to park."

"Jason's Law" would create a six-year pilot program that would make \$120 million available in the form of grants (\$20 million per year) for local governments and private companies to address the shortage of parking for commercial vehicles on the National Highway System. The grants would provide funding for several initiatives:

- * Construction of safety rest areas that include parting for commercial motor vehicles
- * Constructing commercial motor vehicle parking facilities next to commercial truck stops and travel plazas
- * Opening existing facilities for commercial motor vehicle parking, including inspection and weigh stations and park-and-ride facilities
- * Promoting the availability of publicly or privately provided commercial motor vehicle parking on the National Highway System
- * Constructing turnouts along the National Highway System for commercial motor vehicles

* Making capital improvements to public commercial motor vehicle parking facilities currently closed on a seasonal basis

* Improving the geometric design of interchanges on the National Highway System to improve access to commercial motor vehicle parking facilities

Priority would be given to grant applicants that can demonstrate a severe shortage of commercial motor vehicle parking, who have consulted with affected government agencies, community groups, and private companies, and demonstrate that the projects would have positive effects on highway safety, traffic congestion, or air quality.

You can read more about Rivenburg's death here: "Slain for \$7, Truck Driver Mourned" <http://www.timesunion.com/ASPStories/story.asp?StoryID=778669>

EMPLOYEES IN THE SPOTLIGHT



2008 Annual Safety Bonus Winners

Brian West, Danny Hazeltine, Rob Strang, Chuck Brooks, Greg McCurry & Jeff Jenks.

Not pictured: Lana Long, Ray Kooyman & John Phillips.



4th Quarter 2008 Safety Bonus Award Winners

Pictured standing from left; Charles Cash, Walt Asuma, Wayne Kasper, Chuck Brooks, Lana Long, Jim Jascoc, Dan Peters, John Killough, Danny Hazeltine, Ken Call, Bill Thompson & Jeff Jenks. Kneeling from left; Greg McCurry, Rob Strang, Brian West & Matt Moore. Not pictured; Ray Kooyman, James Copsetta, Darl Feters, Allen Vance, Rick Akers & John Phillips.

**Congratulations guys!
Keep up the good work!**

SHOP NEWS

By Melissa Jewell

jewellm@truckmen.com

Every business is only as good as the people that show up every day and put in a full day of work. I am proud to say that we have a great crew here in the shop. Truckmen Truck Services is like a family. We work as a team, joke around, play pranks on each other, and notice when one of us is having a bad day. I feel fortunate to come into work and face my day with this group of talented individuals to back me up. Our mechanics here are experienced and have a lot to bring to the table. I would like to welcome a few new faces to our shop.

Kurt Dietrich, joined us about six months ago and is a graduate of TDDS Tech School with a degree in diesel mechanics. He is working hard in our trailer shop learning what it takes to keep our fleet rolling down the road. Kurt is very capable and is doing a good job and learning that keeping a close watch on a fleet our size is not always easy. Kurt has picked up very quickly on how we do things and is always willing to do what it takes to get the job done. Kurt is a pleasant addition here and fits in very well with all of us.

John Streets also joined us about six months ago with lots of enthusiasm and self motivation that is hard to find. John started out keeping our fleet clean working hard in the wash bay and performing safety inspections on all of our equipment. He has been getting some training in both the trailer shop and truck shop as a mechanic's helper and is tackling several jobs on his own. John is considering going to school part time at Lakeland as he continues to work for us. John is a nice addition to our team here in the shop.

Kristi Williams, is no stranger to Truckmen; she has worked over in our main office for six years keeping collections to a minimum and taking on many other challenging jobs including drivers' logs which she still helps out with. What can I say about Kristi? She is a true asset to the shop, she's been with us since November and is quickly learning the finer points of fleet maintenance, the complete opposite of what she was doing in the main office. She is my right hand woman. She is doing everything from learning about parts and what they do to billing and the various tasks we need to do on this side of the Truckmen "campus". She has learned the hard way that the phone rings non-stop and there is never a dull moment in the shop. Kristi makes it easier for me to breath; she is very efficient and conscientious, taking on some

Continued on Pg 4

SALES CORNER

By Bruce A. Fleischmann
fleischmannb@truckmen.com

ABL – Got Your Attention, Eh?

The most commonly over-used transportation industry buzzword over the past 10 or so years has definitely got to be the term 3PL, no doubt about it! The not-so-sexy, longer version of course is Third Party Logistics provider. In fact, it has been used so darn much and by so many companies that it gets a bit confusing as to who's really who anymore! And because I get so easily confused myself any ways, I had to really stop and think a little bit about where Truckmen fits into this equation.

Well, at client meetings I'm continuously asked to tell them what new is going on, what do you guys have to offer that the competition does not? So, in being pressured a bit harder by a customer not long ago, I think I made up a new term on the fly to describe us that even sort of made sense. I said "well, you know there are brokers, um carriers, er agents, those pesky 3PL's, and then there's Truckmen...Maybe you could think of us as sort of an ABL...What? Well, as an Asset Based Logistics provider"? Hmmm?

Trucks?	Check, 50 strong.
Vans?	Check, 90 - 53' & 15 - 48' 102's.
Flats?	Check, 17 all aluminum standard, curtain sides and Conestoga's.
City Fleet?	Check, 10 or so on the road daily in about a 300 mile radius.
Maintenance?	Check, Brand new state-of-the-art 9-bay facility.
Warehousing?	Check, Over 200,000 square feet in both Geneva & Mentor, OH.
Cross-Docking?	Check, Used by dozens of clients already.
Freight Brokerage?	Check, we actually started as a freight broker in 1991 and then added all those messy assets above.

Now, during these very demanding times our customers are speaking and we are listening! We are expanding our freight brokerage in a much bigger way through our partner carriers division. We can provide transportation moves of most any kind and to most anywhere in North America at extremely competitive pricing. And we provide our clients with a peace-of-mind as we back it up with our own equipment and insurance! Think reliability, competitive pricing and many years of industry experience! So there you have it, by golly I think we may be an ABL! (But please don't bother looking that one up any time soon; we're still tweaking it just a bit!)

Editor Cont'd

What would a prospect type into Google to find us? We'd have to figure that out in order to be successful in marketing toward it. "Trucking" or "warehousing" is way too broad. "Trucking northeast Ohio"?... well, we say "northeast Ohio" around here, but is that a term that the rest of the country would be familiar with? How do you deal with geography in Google? What if someone needed a warehouse near Mentor or Middlefield? We'd still want to be on the list.

So, then it occurred to me that maybe our Google-induced panic was unfounded. I mean, if I were a shipper/manufacturer and needed to find a truck for a load, am I really going to use Google to do that? My instinct is that I would not. It's not the right tool. I'd call my trusty 3PL (see Bruce's article), or my local broker or a national carrier or whoever I normally call for freight (hopefully it's Truckmen!). Or, I'd use a load board if I was familiar with those. If I was looking for a warehouse it would probably need to be in the vicinity of either my plant or a major customer or a good distribution point. Again, geography comes into play, so I'd be more likely to use some kind of directory and look in a metropolitan area, such as Yahoo Yellow Pages, etc. So, the dollars that we'd have to spend in internet marketing to produce effective results in Google would probably be completely misdirected, contrary to what some of these internet marketing companies would have me believe.

But, I thought I'd take advantage of this vehicle, the newsletter, and see if I might get some input from those of you on the other side of the desk. I would be ever so grateful if you would take a moment to send me an e-mail (sorry, I don't text or twitter) and let me know how you find your carriers and/or warehouses. Perhaps you have so many darn freight salesmen pounding on your door that you never have to look past a file full of logistics company brochures. Do e-mail blasts end up in your junk mail? Do post cards only fill the incinerator? What would be your advice to an ABL (see Bruce's article) looking to add some exposure? I'd love to hear your thoughts and thank you for them in advance. lefelhocj@truckmen.com 440-466-0020 x101

Kudos to Mr. Phillips #2448 who received high compliments form a Herman Losley delivery spot in Lake Geneva, NJ. They said John maneuvered into a very tight spot and did no damage to lawn and landscaping materials that are often trashed by other drivers!????? The nursery owner who called was very genuine and complimentary.

Thanks to Matt Moore who spent time, energy and expertise climbing under a fellow driver's trailer on the road in Baltimore to help repair and jury rig a broken air line to get the rig off the road and to a Truck stop for further service. He saved us an expensive road service call and supervised the repairs at the Truck stop to minimize the on-road expense.

4

Cabover Cont'd

Challenges stemming from marginal average wind velocity, the height needed to obtain maximum velocity and related cost forced us to put our interest on hold.

Green Energy's "wind cube" design has effectively addressed all these issues. My greatly over-simplified description of their concept is to imagine a wind generator with a box around it designed to "funnel" the wind into the generator, doubling its velocity in the process. With a conventional turbine we would have needed a 200' tower to achieve maximum wind velocity. The wind cube would achieve the same result with a 50' tower. As you can imagine, this improves zoning acceptability, payback time and it's even more bird friendly!

In March we provided the equipment necessary to haul the first "cube" to its new home atop a large distribution center in Perrysburg, OH (see picture). After some additional testing is completed we hope to be involved with transporting cubes to all parts of the country as well as one in our own front yard!

I congratulate Mark and his team for having what it takes to see a project like this to fruition in the current economic climate. I also look forward to the day when Truckmen—with our biodiesel plan and wind cube—can be less energy dependent and even more "green"!

Drive safely and use extra caution— school's almost out!

Shop Cont'd

of the burden so I don't have to carry it alone. We are very fortunate that Kristi wanted to try a little change and learn about another side of Truckmen.

These few new members add to our "A" team, made up of Dave Jewell Director of Maintenance/Service Manager, our leader and mentor; Ben Weintz, assistant Service Manager; Jason Kinney, Josh Aponte, Zach Taylor, and Darrell Fish, a group of professional mechanics here at Truckmen Truck Services available to service your fleet needs.

An update on our 29A Ford Crew Cab: unfortunately the body was at the upholsterer's a little longer than expected. We are finishing painting the body as my fingers type this letter. Pictures of the finished product will miss this news letter by days. Next News Letter will be sporting lots of photos of our long awaited HOT ROD!!