



1ST QUARTER 2017  
NEWSLETTER

# TRUCKMEN

## LOGISTICS SOLUTIONS

### *The Traveling Cubicle...*

By Debbie Venable  
[venabled@truckmen.com](mailto:venabled@truckmen.com)

#### **The Traveling Cubicle and the Value-Driven Driver**

At our recent quarterly drivers' safety meeting, we introduced our drivers to the "Value-Driven Driving" program provided by our insurance company, Great West Casualty Company. It provided great insight into the number of decisions a driver makes every day and what drives those decisions.

What drives the decisions a professional truck driver makes behind the wheel? In today's environment, a driver's decisions can be influenced by government regulations, company safety policies, and state laws to name a few. These influencers may be well-intentioned, but ultimately a driver's decision is based on priorities and/or values.

Priorities can change in importance based on circumstances. For instance, fuel economy is very important to profitability but may need to be compromised in certain situations. Values, on the other hand, are beyond compromise. They are deeply-held beliefs or principles that a driver will stick to no matter the circumstances or outside influences. For instance, it is fair to say that no driver wants to be the cause of a crash. This is bad for everyone involved, so if preventing vehicle crashes is valued by a driver, he/she will do everything within his/her control to prevent a crash from happening. This is what Value-Driven™

Driving is all about, making "values-based" decisions behind the wheel and around the truck.

In discussions with professional truck drivers, the following were commonly shared values. Where do you stand on these?

**Are you a "Value-Driven" driver?**

- **Honesty**
- **Integrity**
- **Accountability**
- **Professionalism**
- **Trust**
- **Protecting Life**
- **The Essential 7 Driving Techniques**
  - 1. Maintain proper following distance**
  - 2. Observe proper speed for conditions**
  - 3. Maintain one lane**
  - 4. Be attentive to the road ahead**
  - 5. Avoid distractions**
  - 6. Yield the right of way**
  - 7. React properly to hazards**

\*Used with permission by Great West Casualty Company





## CABOVER OFFICE

By Jeff Jenks  
jenksjeff@truckmen.com

I ran across an article in Inbound Logistics (11/16/16) entitled "Good Question...When choosing a carrier/supplier, what's more important: cost or customer service?"

Turns out it's more of a poll than an article, a "Twitter face-off". Having never "tweeted" I'm not exactly sure what that's all about, but the final result (according to Twitter) was 22% for "cost" and 78% for "customer service".

A select eight of the responses were quoted in the article. Interestingly enough, only one was from an actual manufacturer. The rest were from 3PL's! Not surprisingly, this was also the most relevant response and I quote: "Cost is generally a key consideration, because if the cost isn't in the ballpark, the level of service is essentially irrelevant. However, once the cost is in range, significant differentiation on service can often be the deciding factor. -Kris Hedstrom, Manufacturing Manager, Cambridge Security Seals"

Cost and Service = Value. You can't really separate them. Back in the day we tried to quantify this by offering three distinct levels of service: Red = expedited, Green = second day, Blue

= third day or your money back (well, at least part of it)! Even though each service was defined, right down to the hour and priced accordingly there were always those "22%" that wanted the Red service at the Blue price!

We recently had a senior driver on a dedicated run decide to make a career change. Replacing him was going to be a challenge. He had been the "face" of our customer to his customers for several years. Fortunately, our customer was aware of the importance of the service requested and both parties were able to agree on the "value". With that agreement, the problem was correctly resolved.

Mr. Hedstrom was correct; with the cost in the "ballpark" service can be the deciding factor!

Spring is on the way! Drive Safely!



## GM's CORNER

By Bruce A. Fleischmann  
fleischmannb@truckmen.com

### Key Customer Expands!

Lubrizol Corp. is one of our long standing, key customers and is headquartered nearby in Wickliffe, OH. They produce and globally distribute over 400 "performance additives" for the fuel, lubricant and metal working lubricant market place. They are getting closer to an expected July grand opening of their massive new production and warehousing addition in Painesville. Julie and I had the opportunity to tour this very impressive and technologically advanced facility one chilly day in early March. Al Murphy and Bill Brueggeman both in Operations and Logistics management took time out of their hectic schedules to try and explain the complex process to be. I can't speak for Julie but they lost me immediately after opening with something like "well, once totally operational we will utilize cutting edge technologies to most cost effectively batch high quality lubricants and additives via a process known as..."!

Their new state-of-the-art, 24/7 production facility is 30,000 square feet while the new adjoining automated warehouse is 150,000 square feet and will be able to store roughly 50,000-55 gallon drums at any one time. This expansion will significantly increase both storage and production capabilities and position them for continued industry leadership well into the future.

Lubrizol was purchased by Warren Buffett's Berkshire Hathaway for 9.7 billion in 2010. At the time Buffett said "Lubrizol is exactly the sort of company with which we love to partner - the global leader in several market applications run by a talented CEO, James Hambrick. Our only instruction to James - just keep doing for us what you have done so successfully for your shareholders." And apparently they have based on capitol now being invested! Some of the more familiar 40-plus and growing Berkshire Hathaway holdings include Gieco Auto Insurance, Benjamin Moore Paints, Halzberg Diamonds, Burlington Northern & Santé Fe Railway and Johns Manville.

I wonder if Mr. Buffett has some spare change lying around and perhaps would like to invest in Truckmen as well? Ok, we're not quite yet a logistics industry leader...but like Avis, "We try harder". Warren?



Rare paparazzi shot of our tour guides Al Murphy and Bill Brueggeman.

# SHOP NEWS

By Melissa Jewell  
jewellm@truckmen.com

Truckmen Truck Services is looking forward to serving our customers with the same loyal and quality service throughout 2017 as we have done in past years. The new year is what you make of it, and change is coming. Always be supportive of your teammates, stay loyal, and never compromise your integrity; your reputation may depend on it.

In our industry I really believe loyalty is essential. Whether it is pricing for maintenance service, freight, brokerage, vendors, etc... It is very difficult to maintain being competitive when some will say just about anything to get your business with no regard of who may already be providing you with great customer service. Some vendors do this all the time. They blow in and promise they can save us money and claim to be better than the other guy. Whereas, the other guy has been providing great customer service and shooting it straight for years because it's important to them that we, their customer, are satisfied. That in turn gives us the opportunity to provide the same loyal service to our customers, so on and so on. Essentially, if it works, everyone is satisfied.

Contracts and addendums have taken the place of a loyal hand shake spelling out every little detail so everything is documented. In today's world it is necessary, but even to some, a contract or promise means nothing if they find the service somewhere else for cheaper and loyalty then becomes meaningless. I feel that commitment to provide good quality service or a product is worth a few extra bucks if you can count on it. In a maintenance department name brand parts you can trust are important if they rarely fail, especially if you are out on the road. Some version that may be cheaper up front may cost you triple when broke down on the side of the road in tin-buck-two with only one road call service available to your driver, who is already going to be late, failing to deliver our customers freight and jeopardizing providing the customer service we strive for.

It becomes a chain reaction in all departments of a trucking company. It could start with the part ordered and received not being a good quality product. The part is installed properly, but not rated the same or the vendor's supplier is now stocking a

cheaper version, saving money without anyone knowing any different until it's too late. So now our truck rolls out of the shop loaded with our customer's freight to be delivered for a job that needs to be completed by its deadline. Product is in route ahead of schedule promising good quality service and somewhere between here and there the part fails and then the chain reaction is set into motion. Everyone is affected, top to bottom, except the part manufacturer, whose cheaper made part in the long run cost everyone else more money. At the beginning of this scenario, quality is key. In most cases, you get what you pay for.

The relationships I have with my parts vendors means as much to me as our customers we service here in our shop. As part of our team here at Truckmen, I strive to be loyal and work hard to keep our relationships rock solid. It all comes down to checks and balances in the end, the big picture. Yes, every company needs to make a profit to stay afloat, but I know that at the end of the day, I worked hard to provide a good quality service and can sleep at night knowing I did it honestly and our customers and vendors trust me because of it. Loyalty is essential, and obtaining it is the back bone of any successful business. I appreciate the vendors that serve us here at Truckmen Truck Services. They make what we do possible every day and I will continue to be loyal to them because of it. In a very competitive industry, loyalty is extremely important to so many of us that still believe in good quality customer service.



5449 Bishop Rd. • Geneva, OH 44041  
1-800-253-5308



## LETTER FROM THE EDITOR

By Julie Lefelhoc  
lefelhocj@truckmen.com

Each newsletter I try and see if I can find some theme that might tie all the articles together. We don't plan on having one; each contributor comes up with their own story for the quarter. Sometimes it's just about impossible and I abandon that thought and just add my own article to the mix of unrelated contributions! But, this time it was relatively easy to see where all our minds happen to be at the moment: Values.

The most obvious, of course, is Deb's article on our insurance company's Value-Driven Driving program. A program that has been part of our driver safety meetings on and off for years now. It's a great way for a driver to look at the big picture of what he/she is trying to accomplish and put safety in perspective.

Jeff's article about price versus service and Melissa's article about loyalty to vendors and quality parts/materials happened to be very similar in nature! Melissa's take on the need to award good service with loyal relationships perfectly coincides with the majority of readers in the "Twitter Face Off" conducted by Inbound Logistics. She falls into the 78% of pollsters that obviously find value in good customer service.

Bruce talks about our recent visit to Lubrizol to see the improvements they are making at their Painesville facility. Two "valuable" things come to mind here. First, Lubrizol's investment in this high-tech and impressive facility (and yes, I

agree with Bruce that much of it was over my head!) is testament to the commitment they are making to their customers to add value to their products and efficiencies. But, on another note, Al and Bill and the rest of the Lubrizol team have always been just wonderful partners to work with, always listening to us as a vendor and trying to help improve their side of the equation in our relationship as well as giving us the feedback to improve ours. Bruce and I left our tour and lunch grateful to have a business relationship that truly shares the same values!



And I'd like to add to this subject by announcing that Truckmen has recently picked a partner to solve for the upcoming Electronic Logging Device (ELD) mandate put in place by the FMCSA that will go into effect in December. The units are beginning to be installed tomorrow into our trucks and we will begin training the drivers on electronic logs over the coming weeks. After looking at what seemed a countless number of vendors over the last year and trying to decide where this market was all going, we ended up going with Fleetmatics, a company recently purchased by Verizon. Fleetmatics will not only allow us to track our trucks in real time, automate our fuel taxes, communicate more easily with our drivers and set up notifications for many things that will allow us to manage our fleet better, it will enable us to meet the mandate well ahead of the deadline and reduce the paperwork that our drivers are doing every day. I'm sure it will take us some time to work out the kinks, but I'm excited for what the technology will bring to our little operation. I have no doubt that our services will increase in "value"!

### 3RD QUARTER 2016 SAFETY BONUS AWARD WINNERS



Left to right: Mark Currier, Charlie Humphrey, Mike Minman, Bobby Wurm, Brad Hall, Walt Asuma, Cherie Harper, Rich Madarena, Dan Johnson, Darren Sharkey, Leroy Campbell, Rick Akers  
Not Pictured: Dave Baker, Ken Call, Dennis Newhart, John Phillips and Tom Rickard