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From the President

November daily shipment counts were down 2.5% compared to November of last year, but daily revenue was up 12.5% versus the same month a year ago. Keep in mind the FSC is the main reason for the increase, but our general rate increase and new negotiated price increases are also having a

positive impact on our revenues. We are also experiencing a growth in the size of our shipments; our average weight per shipment was 600# last month, compared to 534# a year ago.

We continue to make progress on rebuilding our terminal in Joplin,

MO that was destroyed by the tornado in May. Plans are to move back to the new building at our old location by the end of the month. We also relocated to a new terminal facility in Springdale, AR in early October.

Have a safe and happy holiday season!

Exciting changes are coming with our ROADVision software. We've hired Computac, the makers of ROADVision, to create a web-based version of ROADVision that will allow our independent contractors to access ROADVision via the Internet. The new Agent Portal project will let our IC's create trips, and provide shipment status information, and it updates ROADVision in real time, which will be very helpful to our customers, as well as our internal operations as well. Testing is currently being done, with the hope of rolling it out to IC locations in early January 2012.

Have a safe and happy holiday season!

Mike Stone



Rebuilding in Joplin

As most of you know, our terminal in Joplin, MO was totally destroyed by the tornado that hit on May 22nd. We moved our operation to a different location, and were up and running a week after that devastating storm.

The landlord at our former terminal decided to rebuild, and we agreed to move back in as a result. The materials started arriving in October, and construction started in November. Here's a picture of the new facility going up. Plans are to look up electricity and phone lines before Christmas, and hopefully we'll move in before the first of the year.

New Regulations

Starting in January, there are a couple regulations affecting commercial drivers;

1) CDL and your Medical Card: Your DOT physical will become part of your CDL, starting next month. Drivers who recertify must take their medical card (not the long form) to the local DMV. Drivers will still be required to carry their card for another 2 years, allowing all states and drivers to complete the transition. Drivers with current physicals need only comply once they renew. Once you are in the system, every renewal will need to be submitted to your DMV.

The penalties for non-compliance are going to be tough; states will decertify the CDL for 90 days, to allow you to get it squared away. Beyond that 90 day period and your CDL is cancelled. At that point, drivers will need to start over to obtain a NEW CDL, requiring them to take all written and skills tests. Notes will then be added to the new CDL, stating driver had a previous CDL and the reason for replacement.

2) Cell phone ban;

Hands free devices are allowed as long as they require no more than a single button to start or end a call. Dialing, texting and push to talk are banned. See the related story below.

None of these are major changes, and will be easily complied with. The states are working on a system to allow drivers to submit their new physical cards electronically. As for the cell phone ban, all you need to do is comply with our company policy established several months ago. If you have any questions on either of these new regulations, please give me a call.

Louis Thompson, CDS



Nancy Garrison retired after 24 years as an independent contractor in White Deer Texas.

It's all about

THE CUSTOMER

Sometimes we forget about why we're doing what we're doing when doing our daily tasks, whether it's delivering a shipment, making a trip/report, labeling freight, working on equipment, keying in pros, or sweeping out a trailer. Everything that we do is all about providing **OUR CUSTOMERS** with the best shipping/transportation service around.

Several years ago, I had all of the supervision take a picture of their family eating dinner together, and bring the photo to one of our supervisor meetings. I asked them to put the picture on a bulletin board, for everyone to see. At the end of the meeting, I asked them to take the photo back to their offices, and put it in a prominent place. The point I made at the meeting was that they should always remember who puts food on their table; it's the **CUSTOMER**.

CUSTOMERS make the choice to use Beaver Express versus our competition. **CUSTOMERS** tell us what their needs are, and it's up to us to satisfy their needs by providing the on-time, claims free service that they depend on. If we fail to provide the service that they need, expect, and require, we'll lose that **CUSTOMER**, who'll try someone else. Competition in our industry is tough, with high service standards, and low costs for the shippers. It's our job to figure out how to provide the service that the **CUSTOMER** needs, and price it at a rate that allows us to make a profit. It's not about what we want; it's what the **CUSTOMER** wants. Always remember that we are doing what we're doing, because:

IT'S ALL ABOUT THE CUSTOMER!

Mike Stone

Fatal Crashes Involving Large Trucks Continue to Decline

FMCSA says The American Trucking Associations on Wednesday, Nov. 16, praised the efforts of the nation's truck drivers, safety directors and law enforcement officers for their contribution to the continued progress in the industry's safety record following a review of the Federal Motor Carrier Safety Administration's recently released 2009 Large Truck and Bus Crash Facts report.

Based on the report, fatal crashes involving a large truck have fallen 31 percent from 2007 to 2009, and crashes resulting in injury have fallen 30 percent. The large truck fatal crash rate fell to 1.0 crash per 100 million miles in 2009 from 1.1 crashes per 100 million miles traveled in 2008. Since 2000, the fatal crash rate for large trucks has fallen 54.5 percent—more than twice as much as the passenger vehicle fatal crash rate, which dropped 25 percent in the same time period.

"These safety gains are the result of many things—sensible regulation, improvements in technology, slower fuel-efficient driving, the dedication of professional drivers and safety directors, as well as more effective enforcement techniques that look at all the factors involved in crashes, not just a select few," says Bill Graves, ATA president and chief executive officer.

Hand-held cellphone rule for truckers to take effect Jan. 1

A final rule to restrict the use of hand-held cellphones for drivers of commercial vehicles is set to take effect on Jan. 1, 2012. This is the rule that cracks down on hand-held phone usage but still allows a driver to communicate on the device using hands-free operation. Federal agencies will officially publish the rule on Friday, Dec. 2, and that triggers a 30-day period before the rule officially takes effect.

As truckers already know, the Federal Motor Carrier Safety Administration banned texting while driving for CMV operators in 2010. This next rule goes a step further to restrict other uses of hand-held cellphones, including dialing, while driving. Just like the texting rule, the hand-held rule applies to commercial drivers engaged in interstate commerce as well as intrastate haulers of hazardous materials. And like the texting rule, the hand-held rule comes with the possibility of steep fines and penalties for drivers and motor carriers.

According to the rule, drivers can face a \$2,750 civil penalty per offense and motor carriers could be hit with an \$11,000 civil penalty for allowing or encouraging the behavior. Those are not local law enforcement fines. Those are federal civil penalties that could be levied in conjunction with convictions.

Violations of the rule qualify as serious traffic violations under the Federal Motor Carrier Safety Regulations. Convictions for serious traffic violations could lead to disqualification of a driver's CDL.

Claims Reduction-Focusing On the Top 10 of 2011

We picked out the top 10 claims filers, either in number of claims filed or dollars, and are focusing our efforts on reducing the claims on their shipments. The 10 accounts targeted are General Dist. O'Connor, Biozyme, Lincoln Elect. Lennox, Gas & Electrical, Carrier, Oklahoma Rig and Supply, AER Sales, York Int'l, and Aces A/C. Many of these shippers are in the heating and air conditioning field. We are analyzing the claims data to laser in on any locations that are filing more claims than others or certain traffic lane that we have more damage on.

Each location will have a Supervisor ride with the driver that picks these up and will train him to get what he signs for and label shipment with the new 'focus account' labels. When the driver arrives at the SC this shipment will be checked off and properly loaded on the outbound trailer. The OPS department will follow up on any reported damage on the focus accounts for further action.

MISLOADS

With over 380 employees and over 180 independent contractors, Beaver Express Service, LLC has many opportunities each day to make mistakes. Fortunately, we don't make many, but what if we do make a mistake? What happens next? What should happen next? Do we ignore it and hope it gets better tomorrow? Is there a procedure to follow? Here are some thoughts: The worst thing you can do is ignore it, and yes there is a procedure. If we make a mistake and misload freight, we already have one strike against us in satisfying the customer. Ignoring it is strike two and failing to follow procedure becomes strike three. A customer is very disappointed in us if we don't deliver his/her

freight on time, and he/she becomes distraught if we can't tell him/her where it is and when it will be delivered. Therefore, the procedure is: (1.) Notify the Customer Service Call Center (800-593-2328) and (2.) Notify the origin service center. That way we can at least tell the customer where his/her freight is and when it will be delivered as well as notifying those responsible for the mistake.

I would suggest that you go one step further. Find out how critical the shipment is. Is tomorrow OK, or does the customer have to have it right now? If tomorrow is OK, fine – just make sure it gets there. If the customer needs it right now, that is when we find out how good we are at satisfying the

customer. Now it is going to take your time, your effort and your resources to make it happen – satisfying the customer - and you didn't make the mistake. At this point you have to remember that we are all on the same team, pulling in the same direction from the same page. This is when our conviction to satisfying the customers becomes clear. I understand very well that this solution can be uncomfortable and costly, but I understand even better that our customers (every single one of them) keep us in business. When I get involved in these situations I ask myself one question – What would I expect Beaver Express to do if it were my freight?

Mike Kirtley



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