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From the President

January saw some interesting results - our daily shipment counts were 2,733 per day, which in an increase of 3.38% over last January. Revenue per day was just over \$190,000, and increase of almost 16% over January 2011. Most of that revenue increase was again due to increased fuel surcharges. Our average shipment weight increased to 605# per shipment, and

our revenue per shipment was \$69.63, an increase over 2011 of over \$7 per shipment.

Please check out the article regarding Terry Gockel's 25 year anniversary with Beaver Express. We're very proud to have Terry on our team.

We've been notified that Beaver Express has won another fleet safety

award from the Oklahoma Trucking Association this year. The award will be presented at the OTA Mid-winter meeting, scheduled for later this month. We'll announce the details of what we've won in the next edition. Congratulations to all of the drivers; we're very glad that you'll be recognized for another great year for safety.

Mike Stone

Biggest Loser League Contest Starts

In an effort to improve the health and wellness of our employees, we've started a

Biggest Loser League contest throughout the company. Living a healthier lifestyle

will not only make you feel better; you'll live longer and happier. You'll also save money on your out-of-pocket medical costs as well.

The first round of team and individual weigh-ins were Friday, January 13th. The contest rules are based on the percentage of weight loss, with cash prizes for the team with the loss, as well as the top male and female employee. There will also be prize drawings for those individuals that achieve certain weight loss levels. We have more than 15 teams

currently in the contest, and also have numerous individuals that are participating on their own.

The contest runs from January 13th through April 6th. Watch for updates in the upcoming editions of the Beaver Tales!

Mike Stone and Troy Hemminger



Ensuring Customer Satisfaction

Quality customer service encompasses much more than on time delivery; professional drivers have a significant role in ensuring customer satisfaction and strengthening the business relationship with the customer. While there are many non-tangibles, such as attitude, appearance, and manner that contribute to successful relationships, drivers also may have to go that 'extra mile' to ensure satisfaction.

Unless your duties are strictly line-haul driving, you will be asked to physically handle freight when loading and unloading. The care that you take in this area is an essential part of providing service. The skill that you exhibit when loading a customer's freight shows the value that you place in the customer and his business. The way you stack or brace

freight in a trailer shows you care about the way the freight will arrive at its destination. Care in loading to prevent damage in transit is a key part of giving quality service, and ensuring

Skillful handling of delicate shipments, or odd-shaped freight, demonstrates the fact that you are a professional!

customer satisfaction. Skillful handling of delicate shipments, or odd-shaped freight, demonstrates the fact that you are a professional!

Every driver can play a role in freight handling, even by just observing the way skidded freight goes into the trailer. You can help ensure safe transport of the load and make sure the freight is damage free when the door is opened on the destination end.

Drivers driving locally for LTL carriers are expected to check the pieces in the shipment they handle, and make a correct count. Care to the details and close tallying helps ensure that

you get the freight that you are supposed to. Look at the freight that you handle. Make sure that the packaging is adequate to protect the freight, and that damage will not occur in normal handling. "Don't pick up a claim" is a phrase we use to remind you to make certain you look at every shipment carefully.

Know the rules for handling Hazardous Material shipments – check with your supervisor if you have questions, or are in doubt. Care in handling your paperwork responsibilities can also help ensure quality service to the customer. Correct completion of documents can help avoid potential problems later.

Mike Stone



It's a girl!

Brooklyn Sarah Edwards was born on January 17th, and is the granddaughter of Mike and Lee Ann Stone. Leslee and Billy Edwards of Oklahoma City are the proud parents, and her brother Braylon was excited to see his sister soon after she was born.

Why is Cargo Securement Important?

- The customer trusts you to pick up and deliver cargo on time and damage-free. Doing this over time will help ensure a long-term and continued relationship with the customers we serve.
- Other motorists trust you won't put them at risk for crashes, injury, or worse, due to unsecured, falling, or shifting cargo. Safe and responsible cargo securement will help build a positive public image for Beaver Express.
- Beaver Express trusts you to prevent costly cargo claims and incidents due to improperly secured freight, and to help build a healthy bottom line.

Brian Stone

Rather Than Operate Unsafe Equipment, Report It

Often times a driver will notice something is wrong with a vehicle, but rather than investigate further or report it, the driver chooses to continue operating it. This decision is many times due to the driver believing the company:

Doesn't want to know or doesn't care

Doesn't want to pay for the repairs

Doesn't have the time scheduled for repairs

At other times the driver will not investigate or report problems for personal reasons. These can include the driver:

Not wanting to delay going home

Not wanting to wait at a repair facility

Believing the problem is minor

Will report all problems at once when taking time off (vacation, etc)

The problem with all of these is that the driver and company may well be

operating an unsafe piece of equipment. This can lead to violations, citations, or worse a crash.

Beaver Express is committed to complying with the Federal Motor Carrier Safety Regulations which include vehicle condition. This compliance requires commitment from drivers and managers alike:

Drivers, perform a thorough vehicle inspection. Report all problems/issues immediately, complete daily vehicle inspection reports. Verify repairs have been made before operating.

Managers, investigate reported problems/issues, review the daily vehicle inspection reports. Have repairs made, do not allow unsafe vehicle to be operated.

Report and repair equipment issues! Remember, the life you save may be your own!

SAFETY TAKES PRIORITY

Louis Thompson, CDS

25 Years and Counting

On January 19th, Terry Gockel, our Service Center manager in McAlester, OK was recognized for his 25 years of service to Beaver Express Service. Mike Stone and Ricky Frech traveled to MCA to present Terry with his 25 year ring, a miniature Beaver Express truck, and a decorated cake for the event. Terry's steady work over the years has had a positive impact on our McAlester operation, and is a big part of why we've been successful. Over the last 25 years, Terry has been involved in driving city route and area peddle runs all over SE Oklahoma; he took over as manager in 2000 in McAlester after Roy Jameson passed away, and has done an outstanding job for us. Terry is well respected by the staff, as well as the other managers and sales staff here at Beaver Express.



Body, Mind and Soul

“Never eat anything whose listed ingredients cover more than one-third of the package.”

- Joseph Leonard

‘Things turn out best for the people who make the best of the way things turn out.’

- Art Linkletter

“It is our choices... that show who we truly are, far more than our abilities.”

- J. K. Rowling

Looking for a great website for healthy lifestyles and living: go to www.healthfinder.gov/Healthtools/

They offer free interactive tools to check your health, get personalized advice, and keep track of your progress.

Spring Break without breaking the bank:

- Buy a package. Bundle air or rail transportation, hotels, tours and other expenses.

- Use money-saving coupons. Check popular destination guidebooks.

- Travel off-peak. Fly early or late in the day and on Tuesdays or Wednesdays to save on airfares.

- Ask for discounts or free add-ons. Request a hotel room discount or complimentary services, like gym access.

- Join a club. Take advantage of AAA and AARP discounts.

- Eat free. Stay at hotels that include complimentary breakfast.

- Develop a budget. Set daily limits for food and entertainment.

I am starting the process for holding another Beaver Express motorcycle ride. We want to move the ride around to different locations, so we’re looking for suggestions from those interested to plan out a new bike route; it needs to include:

- a starting/ending point (most likely a company service center),
- a 225-250 mile long scenic route - keep in mind we are looking for a route that we can enjoy the trip, and not be in a rush to get back,
- locations for lunch, and
- another location for dinner.

We will be doing T-shirts again this year, using the same design only in a black short sleeve shirt.

The tentative date we’re looking at is 4/28, but this is flexible. Please help us come up with a route to showcase your area, and send it to me.

Thank you for your help,

Louis Thompson,
Safety Director

Woodward, OK corporate offices

Direct Deposit Is Here!

Employees of Beaver Express are eligible for your paycheck to be deposited directly into your checking or savings account each week.

It will save you a trip to the bank, and make sure your check is deposited each week, no matter what the weather or truck schedules do!

It’s a free service to you, and all you need to do is fill out a Direct Deposit authorization form with your bank information. Contact Jean Walker, Payroll Manager in our corporate offices for more information, and to get the authorization form.

Please send us your articles, photos and stories. We want your input.



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