



## Inside

- Joplin Up and Running **2**
- Legible Signatures Satisfy Customer **2**
- Build Trust with Customers **2**
- Blue Access for Members **3**
- Safety Updates **3**
- Biggest Loser League **4**

## For those of you that have access to ROADVision:

**W**hen making and OS&D notes into ROADVision, will you please also add your initials? It helps everyone to be able to go direct to the person with the knowledge of a particular situation rather than waste time hunting for a person. It will improve communications, and allow us to contact the person directly. Thank you for your help.

## From the President

**H**appy New Year to everyone!

December shipment counts were down 4.95% from December of last year, but our daily revenue was up over 8%. Our revenue per shipment is up 13.9% over last December's numbers. Our decrease in the shipment count is frustrating to all of us, but our sales staff continues to search out new customers, and new opportunities.

Year to date numbers show an increase in daily shipments of 1.62% over

2010, and our revenue was up 14.79%. Most of that revenue increase is due to the rate increase that we took in September, our continued efforts to renegotiate contract pricing, and the increased fuel surcharge levels in 2011. Our annual Year in Review report will be published in the next edition of the Beaver Tales.

Gary Reed is our new Oklahoma City Service Center Leader! We welcome him

back, and wish him a very productive and safe new year managing our largest service center. Details are below.

### Joplin facility is rebuilt and we have moved back in!

Here's a Joplin update for everyone – our facility that was destroyed by the tornado last spring has been rebuilt, and we've moved back in. Jeannie Marquis and her staff relocated back

to the former facility during the January 7th weekend. Check out the photo of Jeannie and our Joplin staff in front of our newest terminal!

## Gary Reed Takes Over OKC Service Center

**I** am pleased to announce that Gary Reed became the new Oklahoma City Service Center Leader on January 3, 2012. Gary has been with Beaver Express since March of 2003 in various capacities in Oklahoma City and Tulsa. He will be in training for the first few weeks, but is now on site in Oklahoma City. Gary has considerable experience and I am sure he will be a big asset to our Oklahoma City Service Center.

Please welcome Gary to his new position and extend your cooperation to his efforts in the OKC Service Center.



Louis Thompson, our Safety Director, is now Chairman for the Oklahoma Safety Management Council. The OSMC is a group of industry safety professionals. They offer safety training programs, conduct the Oklahoma Truck Driving Championships, and promote safety across the state. You can find out more information about the OSMC at their website: <http://ok-safetymanagementcouncil.com/>. Congratulations to Louis!

**Mike Stone**

# Legible Signatures Satisfy the Customer

**W**e've always wanted legible signatures on our delivery bills. The interlines and cartage carriers hound us about it, too. Did you realize the freight bill can be used in a court of law, because it is a contract between the shipper and the carrier? A clear legible signature will answer any question about who signed for the shipment. Some of you have been printing the consignee's name above their signature (on the old style bills) - thanks for that, and keep it up! The ROAD-Vision delivery receipt has a space for the consignee to print their name. If the consignee refuses to print

his name, you need to do it for him- it's got to be on the bill! We always want the delivery date, time and driver name or initials on the bill too- those make it complete!

We now do Full Bill Entry (which requires everything on the bill be legible), and we will push harder to get legible signatures and printed consignee names. The shippers require this information- some of them won't pay their bill without it- so please consider this another aspect of "Satisfying the Customer."

**Brian Stone**



**Jeanne Marquis, Service Center Leader, and her staff, in front of our new Joplin terminal facility**

## BUILD TRUST WITH THE CUSTOMERS

**1.** Tell the truth. This is especially important when it's bad news.

Customers can handle setbacks or mistakes, but they won't accept anything to cover up the truth.

**2.** Always deliver what you promise. Promise less than what you know you can deliver. You'll wow customers when you deliver more than what was promised.

**3.** Communicate quickly. Whether you have a complete answer or not, respond to e-mail, phone messages and missed communication within a day.

**4.** Be extra friendly. People who smile more are believed to be more honest than those who do it less frequently, studies have shown.

**5.** Stay sincere. Actions need to be in line with words and tone. For instance, if you say, "We appreciate your business," while using a flat tone, customers won't trust it's true.

**6.** Be consistent. All of these keys have to be practiced by everyone in your contact center (even better, by everyone in your company) every day for it to matter.

**Ricky Frech**

Beaver Express  
580-256-6460

# Blue Access for Members

**W**ould you like to know when your medical claims are paid, and the payment amounts? Do you need to confirm who in your family is included under your coverage? Blue Access for Members (BAM), the secure member portal from Blue Cross/Blue Shield of Oklahoma can help. Get immediate online access to health and wellness information, and:

- Check the status of a claim and your claims history
- View and print and Explanation of Benefits (EOB) for a claim
- Locate a doctor or hospital in the network
- Select an option to stop receiving EOB's in the mail
- Sign up to receive claim status e-mail alerts

It's easy to get started:

- Go to [bcbsok.com](http://bcbsok.com)
- Click on the Already a Member? Tab. Then click the Register Now button in the Blue Access for Members section.

- Use the information on your Blue Cross and Blue Shield of Oklahoma ID card to complete the registration process.

**Get immediate online access to health and wellness information at [www.bcbsok.com](http://www.bcbsok.com)**

Other Online Resources for Health Care information:

- Personal Health Manager – learn about your health and how to make healthy changes. Make healthier choices about food, start a fitness program, quit smoking – and keep track of your results. Learn about your health, possible health risks, and what you can do. Get health and wellness questions answered by nurses, dieticians, fitness trainers, and life coaches. Earn Blue Points that can be redeemed for rewards.

- Care Comparison Tool – when your physician has recommend a surgical treatment, you can easily find and review the outcome history of procedures previously performed at hospitals using the Care Comparison Tool.

- Treatment Cost Advisor – Through the Treatment Cost Advisor tool, you can

find the typical cost of a health care procedure for a list of common medical conditions.

Log in to the Blue Access for Members, Click on My health tab, and select the Tools link to begin.

Access to the BlueCross/BlueShield website at : [www.bcbsok.com](http://www.bcbsok.com).

## SAFETY UPDATES

**H**and held cell phone ban; went into effect January 3, 2012. Federal officials ARE citing drivers, I learned of 3 (not Beaver drivers), one each in Texas, Kansas and Missouri. If you comply with the company policy, you'll have no problems. Remember that those fines (\$2750) are paid by you the driver.

**Medical certification on your CDL;** not all states or counties are up and running at this time. If you renew your physical, contact your local DMV to check. I can say that Kansas is looking at March or April before their ready. You only need to report to DMV when you renew, if you have a current physical, then nothing is required until renewal. All drivers need to be in the system by 1/31/2014.

**Vehicle inspections;** We have made tremendous improvement on our inspections this last year, in fact inspections with no violations increase 30% over 2010. Great job! Keep up the good work.

# 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.

**Living a healthier lifestyle will not only make you feel better; you'll live longer and happier.**

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**

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



Beaver Tales is a monthly publication by Beaver Express Service, LLC, the premier delivery company in the heartland of the United States. Beaver Tales is copyrighted and any reproduction of articles featured in Beaver Tales without the express written permission of Beaver Express is prohibited. For additional information or to submit articles for publication, please contact Mike Stone at 580.256.6460 x3027.