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5 Point Checklist

for Aspiring Expeditors

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Come Early, Stay Late! There is Plenty to See & Do in Lexington.



Q&A:

Stephen Halsted & Sandy Goche

PAGE 6



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Our editorial policy encompasses informing drivers, fleet managers and carriers of the news and information about the expedited trucking community.

News and feature articles are compiled to keep owner operators and drivers apprised of industry trends and events, and other issues which impact those who move this industry.

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PUBLISHER Q&A



Q&A:



DEPENDABLE. FAST TRANSPORTATION

Stephen Halsted
& Sandy Goche

By Lawrence McCord, Publisher

Tell us a little about yourself.

Sandy was born and raised on a farm in north central Iowa. She is a collector of fine writing instruments (fountain pens, ball points, and mechanical pencils). Stephen is a military brat and has been all over. His hobby is “trying” to keep Sandy happy at all times. The driving community may know us for our brimmed hat collection. We team drive with Sandy taking the daylight hours and Stephen driving the nighttime hours.

Tell us about your truck.

The 2016 Freightliner truck was assembled from various vendors for us by Jeff Jones at Stoops Specialty Trucks. It features a custom 100” sleeper done by the good folks at Bolt Custom Trucks. This sleeper contains an ice cream freezer, embroidered small mouth bass on the

underbelly of the bunk, hat racks and a Bose sound system. The graphics were installed by Greg at Signs In Time.

How long have you been in the trucking industry?

Stephen has been doing expediting for almost 4 years. We got into expediting after Stephen was laid off from his computer job and talked to Paul, a friend from Appointments, Sandy’s favorite writing instrument store. Sandy has been in the truck and driving for 3 months after receiving a colon cancer treatment.

What tools, smart phone apps or software do you use to help you on the road or run your trucking business?

We use Trucker Path, TruckSmart, Pilot, Blue Beacon, FleetAdvance, **CONTINUED ON PAGE 8**
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Q&A WITH V3

CONTINUED FROM PAGE 6

TRANSFLO Mobile+, Walmart and Google Maps as our most frequent apps. We use MS Word and Excel for our business software. Sandy spends way too much time on Facebook keeping her ex-coworkers informed of her travels.

Why did you choose time sensitive, expedited freight?

Back in 2012 we were talking with Paul, who did OTR tractor trailer. He told us if he had to do it all over he would do expedite freight in one of those “colorful metaphor” straight trucks. They get loaded and unloaded before the non-time sensitive freight.

What advice would you give someone who is looking to haul expedited freight?

Do your research before getting into expediting. Talk to those who are in the business. This can be accomplished by going to truck shows. In particular the Expedite Expo would be highly recommended. You can do some research online and ask questions on trucking forums. ExpeditorsOnline.com would be one of the first places to check out.

Tell us about a great load experience or experience on the road.

Every day is a new adventure in the truck. The most recent interesting experience was picking up the Big 10 football championship paraphernalia in Detroit Lakes, MN. We had to wait for the game to finish to find out whether we were going to Iowa City, IA or East Lansing, MI all the while driving to pick up the merchandise. There was family rivalry involved too, with Sandy rooting

for Iowa while her sister was rooting for Michigan State.

How long have you been with V3?

Stephen has been driving for V3 since December 2013 as a solo. Sandy joined him in the truck in November 2015 to form a team.

Why did you choose to run for V3?

We chose V3 based upon the family atmosphere. You are not a truck number, you are a person. We also got the no-holds barred story about how it works at V3 from our recruiter, Patricia Wells. V3 accepted Sandy with no driving experience since Stephen was going to be in the truck with her.

What advice would you give to someone who is considering finding a new carrier to haul for?

We would recommend that you do the same work that you would if you were just getting into the business. Plus, get the names of current drivers that work for the carrier to give them a call. This is where your networking skills will come in handy.

Thank you for your time; any other thoughts that you'd like to share with our readers?

If you are getting into expediting to see this beautiful country, you will. However, you also need to take care of business while doing it. **EN**

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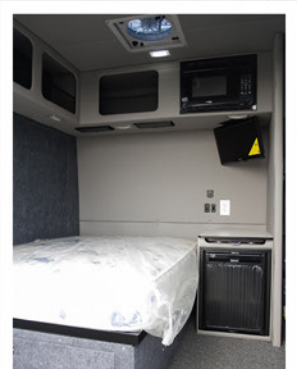


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ExpediteNow FEATURE

5-POINT CHECKLIST

FOR ASPIRING EXPEDITERS

By Sean M. Lyden, Staff Writer

You're considering becoming an expeditor to be your own boss, set your own schedule, see the country. Or, perhaps, you even dream of owning your own fleet of trucks in the future.

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5-POINT CHECKLIST

CONTINUED FROM PAGE 16

Whatever your ambitions, the expedite business is just that -- a business -- and that involves both risks and rewards.

So, as you evaluate expedited trucking as a business opportunity, we've put together this 5-point checklist to help you look at the business with your "eyes wide open." This way, if you decide to move forward, you'll put yourself in the best position to reduce risks and maximize your potential rewards.

1. Lifestyle Considerations

Expedited trucking can be highly profitable, if you're smart about how you run your business. But there are also challenges, such as the periodic long wait times between loads. For some folks, that's no big deal. But if you don't plan and prepare financially for those downtimes, you'll be caught off guard by the uneven cash flow, which will put your business at risk.

You also need to consider that you'll be away from home for weeks at a time. And if you plan to operate as a team driver, you'll have to be comfortable with working in close spaces with a partner for long periods of time.

Is this a lifestyle you're willing to adapt to for the potential financial rewards? How can you know for sure?

Consider "test driving" the expediter life by driving for a fleet owner first. This real-world experience will be valuable in assessing whether you can succeed in the business before you make a major long-term investment in a truck. To find prospective fleet owners to drive for, consult with trucking carriers and network with other drivers to get

connected with fleet owners who are looking for drivers.

2. Vehicle Selection

What type of expediting interests you the most?

If you're considering becoming an expedite owner-operator but not ready to take the plunge and invest six figures in a new straight truck, a lower risk option is an expedite van. You can get into a fully equipped van for under \$70,000. And if it's rated under 10,001 gross vehicle weight, you can avoid many of the Department of Transportation (DOT) regulations, such as hours of service requirements, which add a lot of complexity and cost to your business.

But, with a van, your loads are limited to freight that can fit into a van -- such as auto parts, overnight packages, or medical supplies and equipment -- typically for shorter distance routes.



A van, like this Mercedes Sprinter, is a low-cost way to start up an expedite business and possibly avoid many DOT regulations.

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Happy Easter!

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"He is not here;
For He is risen,
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Matthew 28:6

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THE INSURANCE ZONE

by Shelly Benisch, T.R.S., C.I.C.

Why Are Insurance Rates So Different For Tom And Jerry?

That's the question I hear weekly and struggle with because I often can't explain why Tom in TX pays Four Grand while Jerry in TX pays Ten Grand.

Agents and Direct all have the same quoting platform and simply key in the Classification as Expediter Trucking for Hire with Unlimited Radius as required by most companies. Based on similar location, driver age, violation history and experience credits, why DOES Tom get a break on rates while Jerry does not?

Everyone has heard the pat answer, "Insurance underwriters use many factors to determine risk acceptability and the premium charged. A collection of data about you is used to determine your insurance score. Basic parameters include requirements per your state, your operations, radius, experience, MVR, and loss history."

But assuming all of the above is similar, why does "the system" give Tom more credits to reduce his premium than Jerry? And why does Jerry continue to receive poor rate offers through competitive insurance companies?

In the early 1990's credit based insurance scores were introduced as a predictor of how likely a consumer is to have an insurance loss. It started with 5 basic areas consisting of payment history, outstanding debt, credit history length, pursuit of new credit and credit mix. I'm told current data continues to support the premise with the concept expanded to other aspects of credit, but that information and algorithm is proprietary to all insurance companies.

Inside tip from my personal observations, someone can have a good credit score but a bad insurance credit score because of high credit card balances where someone is paying the minimum about due each month. (Please don't shoot the messenger; I would want to know...)

Bottom line, insurance credit scoring is not going away. 92% of insurers now use these scores as part of their determination of credits and premium. Agents and Direct Underwriters do not see your score, just your premium.

What's your real life solution should you continue to run into this challenge? Work with a Motor Carrier who has an in-house insurance program that uses the company's entire driver risk pool. Then work on putting your credit house in order as best you can...everyone can have a bump in the road.

Insurance related inquiries are NOT counted against your credit score, so run another quote on yourself at any time to see if your score has improved. Then take advantage of the savings and personal service with your own policy in the future. **EN**

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5-POINT CHECKLIST

CONTINUED FROM PAGE 18

If you're looking for greater flexibility and a wider range of loads you can accept, then consider a paying the money for a Class-7 expediter straight truck with a sleeper. The first step in truck selection is to work with truck dealers that specialize in the expedite market. (To search expedite truck dealers and trucks online, go to expeditetrucksales.com) This is because they have a finger on the pulse of the industry and have honed their truck specifications over the years to strike the optimal balance among key points, such as truck price, performance, fuel economy, longevity, and comfort.

A used expediter straight truck is another option to consider. The lower price of a used truck can help a new expediter get into the business sooner. However, the resale market for quality low-mileage used trucks is still tight. So, the challenge is finding an available used truck that will fit your budget and be reliable for your business. If you decide to go the used truck route, make sure it's equipped with a heavy-duty powertrain, complies with your carrier's requirements, and has been well maintained to minimize unpleasant surprises.

3. Solo vs. Team

More potential loads, higher pay rates, less impact from hours of service rules -- these are just a few advantages of team driving compared to going solo. But team driving isn't for anyone. And savvy solo expediters can still do very well for themselves financially.

How can you tell which is better for you? Keep these points in mind:

Are you o.k. with sharing decision-

making responsibilities (on which loads you accept and other business decisions) or do you prefer making your own decisions? This is the most critical question because if you don't like the idea of sharing decision-making, then a team setup is definitely not for you.

Can you sleep well in a moving vehicle? An advantage for solo drivers is that they get to sleep in a non-moving vehicle. But experienced teams know how to help each other get quality sleep while the truck is still on the road. The key is for the driver to be considerate of the sleeping partner by operating the truck in a smooth manner, avoiding rapid acceleration, hard braking and rough lane changes.

Are you comfortable with working with a partner for long stretches of time or do you prefer alone time and having your own space? Keep in mind that you're operating in very tight quarters with your partner for several weeks at a time. So, if you're planning to operate as a team, make sure you're a good fit. The expedite lifestyle can put a lot of stress on your team relationship, especially if you're not compatible in terms of personalities and goals.

4. Carrier Selection

If you're considering becoming an owner-operator, what should you consider in a trucking carrier to lease onto? Keep these 3 "C's" in mind.

Culture

Think about the carriers you're evaluating. What's the sense you get about their company culture? Is it an environment in which you think your

CONTINUED ON PAGE 28

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business could thrive? Do you feel that you would be treated with honesty and respect? A carrier's reputation precedes them, so talk with other drivers to get candid feedback about their experiences with a carrier.

Customer Base

Who are the carrier's primary customers? Is the carrier locked into one industry, where its success (and yours) would be tied to the health of that market? Or does the carrier serve a wider range of industries? The answers to these questions will let you know if the company is going to be around for the long haul.

Compensation

You want to know how you're going to get paid and when. Does the carrier pay by flat rate per loaded mile or percentage of revenue on each load?

It's not that one pay plan is inherently better than the other; it's that you want to at least understand how you're going to get paid so you can run numbers that compare the pay plans based on the specifics of your situation. This way, you can determine which plan would be most advantageous to you.

5. Contract Considerations

What should you know before you sign the lease contract with a carrier?

The first key is to know what to expect in a solid lease agreement. Refer to the Federal Motor Carrier Safety Administration (FMCSA) regulation part

376.12 on "Written Lease Agreements." (Find it online at: fmcsa.dot.gov/regulations/title49/section/376.12) This will give you an excellent overview of what must be (and cannot be) included in the contract for it to be compliant.

Then, as you review a carrier's contract, look for chargebacks, which are fees taken out of your pay to cover administrative fees, applicable insurance, and other charges. Your compensation package might look great at first glance. But unexpected, burdensome chargebacks could quickly eat away your profits. So, know what to expect with chargebacks and compare with other carriers before signing.

Also, the contract should outline precisely how much responsibility you have in terms of cargo claims and what the deductible will be. For expeditors, deductibles typically range from \$1,000 to \$2,500.

Before you execute the contract, have an expert -- whether an attorney or someone at OOIDA -- review it for you to ensure there are no potential pitfalls that could put your financial future in jeopardy. (OOIDA offers a free service to its members to review owner-operator lease agreements. Visit ooida.com to learn more.)

The Bottom Line

Is the expedite life -- and business -- right for you? Use these 5 points to help you evaluate the potential risks and rewards, so you can make the best decision for you and your family. **EN**

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expedite expo 16

Come Early, Stay Late!

By Scott Lofis, Contributing Writer

The Expedite Expo is a great reason to visit downtown Lexington, Ky., this July, but there are plenty of other things to see and do in Lexington as well.

Mark your calendar for July 15 and 16, and plan to come early and stay late in Lexington.

Lexington has been called the “city in the park,” according to the website visitlex.com, because of its location at the center of hundreds of beautiful, park-like horse farms. But the website notes that “the nickname also seems an apt

description of the cosmopolitan yet casual atmosphere of the downtown area.”

Indeed, Lexington combines all the amenities you would expect to find in a big city with the charm and hospitality of a small town. Whether you want to see the sights, check out some amazing architecture, get in some outdoor recreation, do some shopping or enjoy fine dining — all that and more is available in Lexington.

Of course, one of Lexington’s biggest attractions are the beautiful horse farms that have been part of Kentucky’s history since the first settlers arrived in the Bluegrass State. In fact, Daniel Boone himself introduced a bill at Kentucky’s first legislative assembly for “improving the breed of horses,” and the horse farms around Lexington are still doing that today.

There are about 150 horse farms in

CONTINUED ON PAGE 32

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COME EARLY, STAY LATE

CONTINUED FROM PAGE 30

Lexington and Fayette County, and many allow visitors by appointment or through arrangements with tour companies.

For a complete list of companies that offer tours, or tips on how to make an appointment on your own, go to visitlex.com/idea-guide/horse-farm-tours.

Horse farms aren't the only tradition that Kentucky is known for. There's also Kentucky bourbon — the state produces 95 percent of America's only native spirit, according to the Kentucky Distillers Association, and five historic distilleries in the Lexington area have regular tour programs. The Woodford Reserve, the Wild Turkey Distillery, the Buffalo Trace, Four Roses Distilling Company and the Town Branch Distillery all offer tours without appointment to groups of fewer than 10 people. Children are welcome. For more information, visit visitlex.com/idea-guide/bourbon-distilleries.

Of course, Lexington is filled with history and there are some wonderful sightseeing opportunities in the neighborhoods near Lexington Center, with architecture spanning 200 years.

Among the Attractions Are:

- ◆ The Mary Todd Lincoln House, adjacent to Lexington Center at 578 W. Main St. The house was a girlhood home of Abraham Lincoln's First Lady, a member



CONTINUED ON PAGE 36

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of a prominent early Lexington family. Guided tours are given Monday through Saturday.

- ◆ The Hunt-Morgan House, northeast of the convention center complex at 201 North Mill St. The home was built in 1814 by Kentucky's first millionaire, John Wesley Hunt. The house includes the Alexander T. Hunt Civil War Museum with items relating to Hunt's grandson, Confederate Gen. John Morgan. Guided tours are available Wednesday through Sunday.
- ◆ Transylvania University. Located in the historic Gratz Park neighborhood at Third and Broadway is the campus of the oldest college west of the Alleghenies.
- ◆ The law office of Henry Clay. The famous 19th-century U.S. senator was one of early Lexington's prominent citizens.

- ◆ The Explorium of Lexington (Lexington Children's Museum), located in The Square, a complex of 16 restored 19th-century commercial buildings at Main and Broadway. The 14,000-square foot museum features a variety of hands-on



Children explore the "surface of the moon" at The Explorium of Lexington, a children's museum located in The Square.

activities, from an "archaeological dig" to giant soap bubbles.

- ◆ Lexington Financial Center (known to locals as "Big Blue.") The 30-story glass office building towering over Main Street is Lexington's tallest building.

Some of the attractions listed above charge for admission. You can visit them on your own or arrange for a guided walking tour through several tour services. Go to <http://www.visitlex.com/idea-guide/downtown-lexington> for more information.

If you're looking for great shopping, Lexington has that covered, too. You'll find a wide variety of stores in close proximity at The Square and The Shops at Lexington Center, which are connected by covered walkway.

The Shops at Lexington Center

CONTINUED ON PAGE 38

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CONTINUED FROM PAGE 6

include Cat Couture, featuring fashion for University of Kentucky fans (or for those who just really like Kentucky blue). There are also Lexington-exclusive shops such as Old Kentucky Chocolates candy store; Artique, a gallery of quality handmade jewelry and gift items; and Kentucky Korner, with just about everything emblazoned with Kentucky symbols or the University of Kentucky logo.

The Square includes Sincerely Yours, a charming little boutique, as well Urban Outfitters and Alumni Hall, the newest stores to open in The Square. Artists Attic, on the fourth floor features the studios of more than 30 area artisans.

Most shops are open Monday through Saturday. These are just a few of the shops within easy distance of downtown Lexington.

Of course, all of that sightseeing and shopping will leave you with an appetite, and downtown Lexington has that covered, too.

Downtown Lexington has more than 90 restaurants covering all sorts of

cuisine with dining experiences ranging from casual to fancy and everywhere in between. The Shops at Lexington Center features a Food Court where you can grab a quick meal, or you can dine at some excellent hotel restaurants: Triangle

Grille at the Hilton Lexington/Downtown, the Blue Fire Grille at the Hyatt Regency or Distilled's at the Gratz Park Inn. Tony's offers elegant fine dining, Pies and Pints offers tasty pizzas and lots of beer options, and the new lunch hot spot Vinaigrette is hugely popular for its salads. Saul Good occupies the corner space at Broadway and Short, making it the perfect place to grab a cocktail or

a meal before a show at the Lexington Opera House. For hearty burgers and other "bar food," try Sawyer's Bar and Grill at the corner of Main and Broadway.

For sophisticated Italian dining with a California attitude, try Portofino's at 249 E. Main). Sublime traditional, Sicilian and specialty pizzas are found at Joe Bologna's, 120 W. Maxwell St. This local favorite also serves pasta and breadsticks

"Downtown Lexington has more than 90 restaurants covering all sorts of cuisine with dining experiences ranging from casual to fancy and everywhere in between."

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CONTINUED FROM PAGE 6

drenched in garlic butter.

Downtown Lexington is home to these and many, many more outstanding restaurants. For more information, go to visitlex.com/idea-guide/downtown-lexington.

Entertainment is another great reason to enjoy downtown Lexington. The Kentucky Theatre, 214 E. Main Street, is a restored 1920s movie house that shows classics, foreign and some first-run films, with occasional concerts. The recently renovated Lyric Theatre, historically the entertainment centerpiece for Lexington's African-American families, hosts a broad range of programming and is home to "WoodSongs Old Time Radio Hour," an internationally syndicated live radio show.

ArtsPlace, at 161 N. Mill St., is headquarters to several Lexington arts groups. A gallery features changing exhibits and Red Barn Radio tapes live bluegrass shows in the summer. There are frequent musical and theatrical performances at the Downtown Arts Center on Main Street. Local and regional theatre groups often perform in the Black Box Theatre on the first floor.

Another outstanding entertainment option is Central Bank Thursday Night Live, which features family-friendly live music in downtown Lexington.

Obviously, downtown Lexington is a happening place. You can be a part of the fun by coming early and staying late at the 2016 Expedite Expo! **EN**



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