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Keep Your Eyes
on the Road

Eliminate Driver Distraction

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Q&A: **TA**

PETRO
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Tom Liutkus, Senior Vice President of Marketing and Public Relations for TA/Petro.

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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: TA

By Lawrence McCord, Publisher

ExpediteNow Magazine spends some time with Tom Liutkus, Senior Vice President of Marketing and Public Relations for TA/Petro.

Please tell us about yourself.

I am Tom Liutkus, Senior Vice President of Marketing and Public Relations for TA/Petro. I've been with the company over 14 years now. My team has historically communicated all of the exciting programs and promotions to the professional truck driver/customer or to their fleets and carriers.

Give us a little history about TA/Petro.

Both brands (TA and Petro) have long, proud histories. TA is nearly 50 years old while Petro was founded in 1975. The key is that both operated as "full service" travel centers. That means they believed long ago that the professional truck driver deserved a facility with large parking, multiple showers, dining options, truck



maintenance and a large assortment of other driver amenities and services. Not all chains came from this vantage point. But both our brands did.

With that long history in the industry, what are some of the biggest changes (or challenges) you've seen in recent years?

Certainly technology has fostered many changes that impact trucking in so many ways. From new engine technologies and other ways trucks are more fuel efficient to smart phones and apps replacing the CB radio, technology continues to impact all industries. Increased regulations for both the carriers and the drivers (like FMCSA hours of service regs.) have had huge impacts.

What are some ways our industry can overcome these issues?

I think our industry has embraced technology pretty well. We are a retailer. So when customers evolve or need technology to make them more efficient, it is in our best interest to offer them the



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products and services that enable them to do that. As for regulation, that is something that from the local level on, we need to educate our legislators so they know how it impacts each and every truck stop, truck driver or their fleet on the potential positive or negative impacts. The industry has many who volunteer to do this in Washington but more voices need to be heard.

How are drivers using TA/Petro differently from 10 - 20 years ago?

The basics are still there no matter what decade you look to. Fueling, clean showers, good meals, and a friendly face are all still in high demand and drivers should expect that. More drivers are seeking parking and that is why we introduced Reserve-It! 3-4 years ago. A certain percentage of drivers want the peace of mind for a spot they can call their own and not lose precious hours of service looking to find a place to park for the night. Another area where some drivers are spending more time addressing is staying healthy. A fair portion of them are more aware of negative driver health trends and they are exercising more, eating better and being smart about lifestyle choices. TA/Petro is happy to offer our StayFit program so they can manage these lifestyle decisions.

The service TA/Petro provides to our industry is critical. Without fuel, everything stops. What other services does TA/Petro provide to drivers?

Truck maintenance and repair is something we excel in. We've been doing that since the early days of our existence. With the maintenance business, roadside rescue services like RoadSquad continue to assist drivers when breakdowns occur. Through our smart phone application

TruckSmart, we offer ways for drivers to reserve a shower remotely, get in the maintenance service queue quicker and be able to press a button to alert RoadSquad when they need roadside assistance. In the very near future, we will offer drivers the ability to order and pay for a Reserve-It! parking space via the TruckSmart app. Safe to say, our focus is on making both the fleet and the professional driver more efficient. In each case, when they improve their efficiency, they thrive economically. We spend a lot of time thinking of ways to do that for both sets of customers.

RoadSquad. Is it just for large fleets? Tell us about RoadSquad.

RoadSquad and RoadSquad Connect is for anyone, driver or fleet. Individual drivers are just as prone to have breakdowns so RoadSquad stands ready with over 450 rescue trucks to get that truck back on the road quickly. And with RoadSquad Connect, if our trucks are already dispatched, we have partnership arrangements whereby a rescue partner will get to that truck quickly. We manage the entire process from start to finish and we measure ourselves so our ability to get that truck back on the road improves every day.

What industry organizations is TA/Petro affiliated with?

There are a number. We can start with St. Christopher Truckers Fund. We have supported SCF since 2010 with our annual Band Together for SCF fund drive and we are proud to have generated over \$1.3 million in assistance to date. We support Truckers Against Trafficking and train our employees and provide pamphlets for drivers so together, we can join the fight to end human trafficking. We are active members of Women In Trucking and

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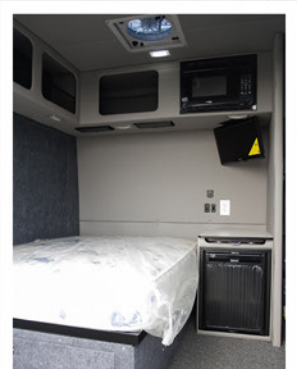
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ExpediteNow FEATURE

KEEP YOUR EYES ON THE ROAD: ELIMINATE DRIVER DISTRACTION

By Sean M. Lyden, Staff Writer

The temptation is strong. You've been driving for hours and want some sort of diversion to break up the monotony. I'll just check something real quick on Facebook. *No big deal, right?*

I can do this. But then a brief glance turns into an extended thumb scroll. A text pops up on the screen, and you feel a compulsion to respond. You know better but just can't seem

to help it...

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KEEP YOUR EYES ON THE ROAD

CONTINUED FROM PAGE 16

As you look down at your thumbs typing, you're losing awareness of what's happening on the road, putting yourself and the public at risk of a catastrophic collision.

The Dangers Are Well Documented

There has been quite a bit of research on distracted driving in the past few years. Consider these compelling stats:

- Text messaging increases your crash risk by 23 times (Virginia Tech Transportation Institute [VTTI]).
- Five seconds is the average time your eyes are off the road while texting, which is roughly equivalent to covering the length of a football field blindfolded when traveling 55 mph (VTTI).
- Nearly 80 percent of crashes and 65 percent of near-crashes involved some form of driver inattention within three seconds before the event (National Highway Traffic Safety Administration [NHTSA]).
- Engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other mobile devices increase the risk of getting into a crash by three times. (VTTI)
- In 2013, 3,154 people were killed in motor vehicle crashes involving distracted drivers and approximately 424,000 people were injured (NHTSA).

Distracted Driving Defined
So, what exactly is "distracted

driving"?

NHTSA defines distraction as "a specific type of inattention that occurs when drivers divert their attention away from the driving task to focus on another activity." And the agency says that there are many types of distraction beyond texting and driving, such as talking to passengers, eating, and working a navigation system while driving.

NHTSA segments the common distractions that affect drivers into three categories:

- Visual distractions: Tasks that require the driver to look away from the roadway to visually obtain information.
- Manual distractions: Tasks that require the driver to take a hand off the steering wheel and manipulate a device or object.
- Cognitive distractions: Tasks that require the driver to think about something other than driving.

Operating a cellphone while driving is especially dangerous because it combines all three categories of distraction. And that's one of the key factors that led to the Federal Motor Carrier Safety Administration (FMCSA) issuing its final ruling in 2010 prohibiting texting and hand-held cellphone use while driving a commercial motor vehicle.

(For details on FMCSA's final rule, go to: fmcsa.dot.gov/driver-safety/distracted-driving.)

Here are the Key takeaways:

- No texting while driving. "So what qualifies as texting? Texting means manually entering alphanumeric

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THE INSURANCE ZONE

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

General Liability vs Auto Liability

Space is limited on this page, for a full commentary surrounding the current confusion on this subject please go to:
expeditersonline.com/trucking-blogs/risky-business

Auto Liability insurance pays out when you hit someone or something with your vehicle.

Here are a few examples of what a General Liability policy covers:

- Customers slipping and falling on your premises
- An erroneous delivery of products resulting in damage
- Damages or fire caused by your actions at a rented location (i.e. motel)
- Libel and slander
- Using someone else's logo in advertising without permission

Even if you purchase "Primary and Non-Contributory" on your General Liability policy, it will not replace or add to your coverage for Auto Liability.

So what does the "Non-Contributory" mean on a General Liability policy?

Example: An Owner Op accidentally starts a fire in his motel room. The Motor Carrier he's hauling for will not get drawn into a lawsuit when the Owner Op has added "Non-Contributory" to his General Liability policy. The Motor Carrier won't be asked to "Contribute" to paying the claim.

What the Motor Carrier or Broker NEEDS to be worried about is when the Owner Op doesn't have "Non-Contributory" on his AUTO policy.

Most insurance companies will provide "Primary" but NOT "Non-Contributory" on an auto policy, which pretty much guarantees they'll look for other coverage to "Contribute" to paying the claim.

And this is where the Motor Carrier or Broker comes into the picture for major accidents when Owner Operators provide their own insurance. **EN**

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KEEP YOUR EYES ON THE ROAD

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text into, or reading text from, an electronic device. This includes, but is not limited to, short message service, e-mailing, instant messaging, a command or request to access a Web page, or pressing more than a single button to initiate or terminate a voice communication using a mobile phone or engaging in any other form of electronic text retrieval or entry, for present or future communication.”

- No hand-held phone use while driving. Commercial motor vehicle (CMV) drivers are restricted from “reaching for or holding a mobile phone to conduct a voice communication, as well as dialing by pressing more than a single button. CMV drivers who use a mobile phone while driving can only operate a hands-free phone located in close proximity.”



While over 90 % of drivers say they know texting and driving is dangerous, many rationalize their texting-and-driving behavior - a classic sign of addiction.

If you're cited by law enforcement for misusing a mobile device while driving, you can expect civil penalties up to \$2,750 and driver disqualification for multiple offenses. Motor carriers are also prohibited from requiring or allowing their drivers to text or use a hand-held mobile phone while driving and may be subject to civil penalties up to \$11,000.

Addicted to Distraction?

If drivers know that texting, checking email, or scrolling through Facebook while driving is hazardous -- and illegal -- why do far too many drivers still do it? What makes the temptation so hard to resist?

So, How Can Drivers Legally Use a Mobile Phone?

FMCSA offers these points for allowable mobile phone use:

- Place the device where you can easily reach it while restrained by properly adjusted safety belts.
- Use an earpiece or the speakerphone function.
- Use voice-activated or one-button touch features to initiate, answer, or terminate calls.

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One factor: addiction.

A survey commissioned by AT&T and Dr. David Greenfield, founder of The Center for Internet and Technology Addiction and Assistant Clinical Professor of Psychiatry at The University of Connecticut School of Medicine, found that while over 90 percent of drivers say they know texting and driving is dangerous, many rationalize their texting-and-driving behavior—a classic sign of addiction. And three-in-four people surveyed admitted to at least glancing at their phones while behind the wheel.

“We compulsively check our phones because every time we get an update through text, email or social media, we experience an elevation of dopamine, which is a neurochemical in the brain that makes us feel happy,” says Dr. Greenfield in the press release announcing the AT&T study. “If that desire for a dopamine fix leads us to check our phones while we’re driving, a simple text can turn deadly.”

Counteracting Addiction

If you’re addicted to distraction, how can you fight it? There’s an app for that.

Dr. Greenfield’s study was commissioned in conjunction with AT&T’s launch of DriveMode, an iPhone and Android app that silences incoming text message alerts, turns on automatically when one drives 15 MPH or more, and turns off shortly after one stops. When activated, it automatically

responds to incoming text messages so the sender knows the text recipient is driving.

The DriveMode app is one example of how technology can help take away the “triggers” -- the beeps and buzzes -- that compel you to glance at your phone and take your eyes off the road.

But you can also take low-tech approaches. For example, the Commercial Vehicle Safety Alliance (CVSA) offers these tips for creating a cab environment that minimizes distraction:

- Turn off your cellphone or put it on silent mode and let calls go to voicemail while the vehicle is moving.
- Adjust mirrors and instrument panel lighting before entering the traffic flow.
- Get directions or program the GPS before you put the truck in gear.
- Eat a healthy meal before you get on the road, or pull completely off the road to eat or drink.

The Bottom Line

Don’t wait till you feel the urge to check your phone before trying to resist. By that point, it may be too late. Instead, recognize that choosing to engage in distracted driving is literally a life and death decision. So, make the right decision before starting up your truck by using technology and taking other precautions that remove the possibility of distraction while you’re on the road. **EN**

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Meet "The Crafty Trucker"

By Scott Lofis, Contributing Writer

Heather Hutchens got into trucking after following her husband Jason into the industry. Jason had been working for a courier service while Heather was an optician for over twenty years. Wanting to be together more, they thought of trucking in some fashion.

Three years ago after doing research, the pair sold their home and entered expediting as drivers. They live in their truck but take their home time in Waco, Texas, where they keep up their small house living with their two small dogs. They live in an RV they purchased after selling their home. "We come home, take the RV out for as long as we are home, then put it back up and leave again," Heather said, "It is easy."

While they drive for an owner now, they have plans to one day own their own expedite truck. Asked why they have not purchased a truck yet, Heather explained, "We want to learn all we can about the business first. We feel we are close to ownership but buying a truck is a big decision and we don't want to take it lightly." The truck they drive now is a Freightliner M2 112 with a 96" Bolt sleeper and a 22' box. The truck is leased on with Panther. "We drive for an awesome owner and a great company", said Heather.

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- Dan Jordan,
 President of Jordan Transportation

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THE CRAFTY TRUCKER

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Heather does vlogs (video blogs) that she posts on both YouTube (YouTube.com/TheCraftyTrucker) and ExpeditorsOnline.com. Heather started out by videoing scenery from the truck, but after looking around online, found very little in the way of videos about the expedite niche of trucking so started doing a few on expediting. "Someone shared one of my trucking videos at the forums at ExpeditorsOnline and someone from EO asked me if I would contribute to the website. I felt like the videos could benefit both non-truckers who just were thinking of getting into expediting, and veteran truckers who wanted to make the change to expediting," Heather said. "We use GoPro action cams to do our videos. We also use one as a dash cam."

With their smaller truck, they've gone to the Statue of Liberty and many other places large trucks cannot go due to size. Heather said, "Jason and I love going to see so many great things and places. Expediting gives us the opportunity to do that which our old jobs did not."

Heather says that she has not found any challenges because of her gender. "The only thing that I have found challenging is that it seems sometimes that the older truckers appear to look down on expeditors as 'not being truckers'. Maybe it is because expediting is the new kid on the block relatively speaking in trucking."

Heather and Jason will be doing a workshop at the Expedite Expo called Team Drivers - Pros and Cons Saturday, July 16th at 9:30 am at the Lexington Convention Center in Downtown Lexington, KY. Registration for the Expedite Expo is free as is parking and the workshops. www.expediteexpo.com

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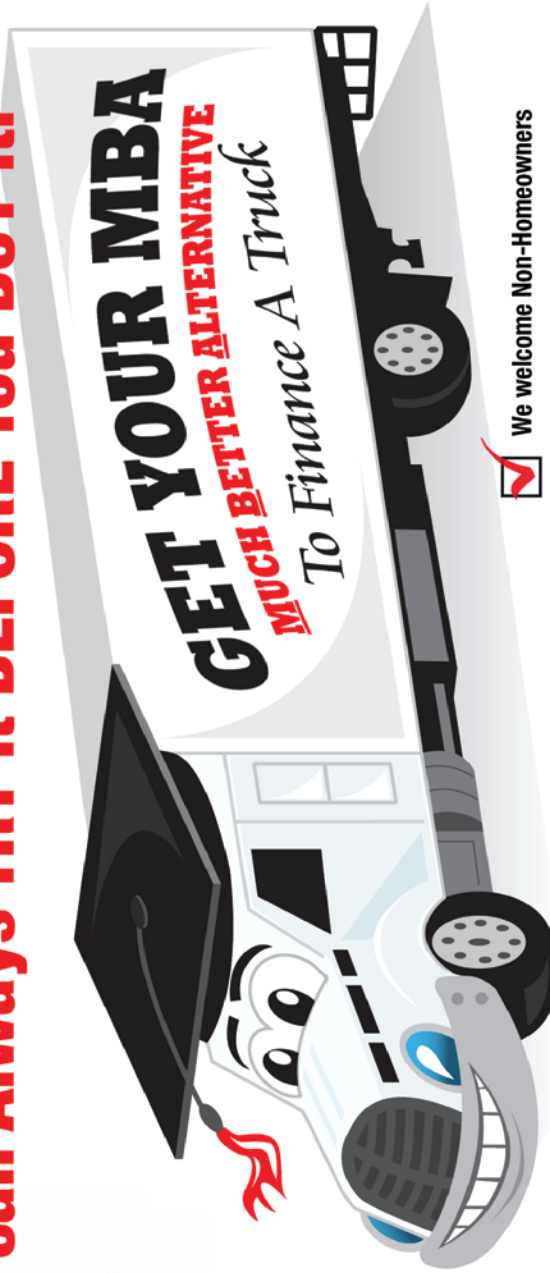
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It's time again to honor the professional drivers who earn respect for the trucking industry through good citizenship, safety, community involvement and leadership by naming our Citizen Driver honorees. This year, we are proud to recognize Bill Ater Jr., Mary "Candy" Bass, Denis Litalien, Jon Osburn, Bill and Robyn Taylor, Bill Underwood, and Michael Zanella. Our company is honored to be placing each of their names on a TA or Petro location of their choice. Join us in extending a heartfelt congratulations to our honorees as we celebrate the class and character of professional drivers.



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Bill Taylor is a decorated veteran who began his trucking career over 30 years ago while servicing the Army in Vietnam. When he and Robyn met years later, she decided the ever-changing view from a truck window was much more interesting than her desk job, and decided to join him. She got her license in 1999, and they hit the road together. They support their local schools, sharing both their truck and experiences with the students. For years, Bill and Robyn have been involved with the Trucker Buddy program, a pen-pal program matching drivers to classrooms of children in an effort to educate and mentor them. They are currently buddies with 18 classes in 3 different schools! They were named Trucker Buddies of the Month in June, 2002. Bill and Robyn continue to contribute to their country and community. They support POW efforts and are active in helping veterans. And they are strong champions for owner/operators, often lobbying congress in regards to the laws effecting the trucking industry.

For 42 years, Bill Ater Jr. has been a wonderful asset and ambassador for the trucking industry. He is a compassionate, hard-working professional with contagious positivity. He has a heart for people in need, going out of his way to make sure they are fed, sheltered and safe. Bill is an active member of his church, and values God, family and work—in that order. He has been very involved with FEMA's hurricane relief efforts. He's responded in the aftermath of 12 hurricanes, bringing truck loads of supplies to devastated areas. After Hurricane Katrina, he took a displaced woman under his wing to feed her and help her find permanent housing. He then made it a point to visit her and check upon her for several years afterwards. After an Oklahoma hurricane, he took a week off from work to volunteer and help clean up.

Mary "Candy" Bass has certainly made the most of her 41 years as a professional driver, creating a model for others in the industry to follow. From her countless volunteer activities to her willingness to help others, no matter the time or cost, she's an inspiration to all who meet her. When she saw a documentary on wounded veterans at the Walter Reed Army Medical Center, she became determined to do something to help. She wanted to let them know that they had not been forgotten. She founded the "Hats for Heroes" charity, a program that would donate baseball caps to those who have had head injuries or burns. The caps allow these veterans to go outside, and also hide wounds or scars that might make them feel out of place.

Denis Litalien has been on the road for 44 years and is a well-known, hard-working professional who has touched the lives of many individuals. Leadership and community

service go hand-in-hand for Denis. It comes naturally to him and people gravitate to his gentle, positive nature and his great ability to bring people together. He was awarded a Highway Angel Certificate from the Truckload Carriers Association for putting out a car fire on the highway in 1998, as well as Shaw's Good Samaritan Award in 1996, recognizing his aid to motorists. He is also a 14-time State Champion in the New Hampshire and Maine State Truck Driving Championships, and a 7-time Top Five finisher at the National Truck Driving Championships.

In all that Jon "Doc" Osburn does and has done in nearly 3 decades in the trucking industry, he believes in putting others first. He's never too busy to lend a hand and goes out of his way to help those in need. He is intent on promoting a positive image for professional truck drivers—which is why he currently represents OOIDA as the driver and spokesperson for their "Spirit of the American Trucker" tour truck. Jon encourages drivers to make their voices heard by voting and commenting on issues relating to the trucking industry. OOIDA has awarded him their Safe Driving Award for 28 safe years and 2.79 safe miles. Jon has also been an active volunteer for the World's Largest Truck Convoy For Special Olympics since 2004.

Bill Underwood, behind the wheel for 53 years, has driven an unheard-of 7.9 million accident-free miles. A man of great integrity, he is intent on doing things right. He helped a young girl that was stranded in Mississippi, this past summer. Concerned about her welfare, Bill drove her to a TA that was near her hometown. Working with the TA general manager, they called the local police to see if they could lend some assistance. The girl revealed she was actually a runaway, and just 14 years old. Thanks to Bill's compassion and immediate response, she was saved from a situation that could have been very dangerous. Though Bill is confident in his accomplishments and self-worth, he is a humble man. He does not see his acts as anything extraordinary.

After 24 years on the road, Michael Zanella still has the look and presence of a consummate professional. He's driven 2.67 million miles without a preventable accident, and has received many safety awards, including honors from Road Safe America, OOIDA, and Pizza Hut's Driver Safety and Production Committee. He was Pro Driver's Driver of the Year 2005, Mid-State Systems' Top Driver of 2003, and Midnight Trucking Radio Network's 2003 National Award for 1 Million Miles. He serves as spiritual advisor to two prison inmates through letters and visits, and volunteers for various Masonic functions and works with disabled veterans as-needed in the community.

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Q&A WITH TA/PETRO

CONTINUED FROM PAGE 8

we also partner with OOIDA to host the “Spirit of the American Trucker” display truck. We also support, in even smaller ways, great organizations like Trucker Charity and Trucker Buddy International. We know it is important for us to be active members of the trucking community. That means we’re part of making the industry a better place for all of us.

What does the Truck Stop of the future look like?

Technology will certainly continue to play a role. Technology never stops and it will continue to look for ways to make us and the professional driver more efficient. I’d also say that fuel may evolve in the future. Natural gas is presently impacted by lower crude oil prices but CNG and LNG will resurface at some point. Electrical developments may also

impact the way trucks move in the future. Our locations are large, much larger than anyone else has. What we pride ourselves on is that we can adapt to any of these changes because we have the space to do it.

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