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**UCA.** By Lawrence McCord. Publisher

#### Tell us about yourself

Prior to starting First Class Expediting in 1980, I worked for major manufacturers. I was often frustrated and let down by the expediters that existed at that time. First Class grew from 3 trucks to 143 pieces of equipment. Our main key to success was efficient, flexible and creative dispatching using a variety of innovative trucks. We achieved gross margins in excess of 33%. In 2009, we were acquired by Express-1 and we managed several major accounts on a national basis and still had gross margins of 33%. Can you tell us a bit about your family life?

My wife and I have known each other since early childhood. We have 3 daughters and 5 grandchildren. We enjoy spending time in Glen Arbor, Mi in the summer and Naples, FL in the winter.

#### Do you have a favorite football team?

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#### Can you give a little history about TBD?

After leaving Express-1, I set out to design a line of trucks specifically modified for expediting. The trucks we are modify will have cargo boxes with larger capacities and deliver higher gross margins. I started first by developing a light truck that is far safer, more comfortable and capable than a van. I will be displaying this truck at EXPO 2016, booth 103. Larger trucks are currently in development.

#### What are the biggest challenges facing expedited trucking?

The biggest challenge I see is achieving higher gross margins and improving safety. Rate competition and inefficient vehicles severely impact a carrier and its drivers ability to make greater profits. I am addressing only light vehicles at this time to replace vans. Vans are perfectly suitable for tradesmen who need frequent access, hand load and drive short distances. That is not what we do in expediting! We load heavy steel bins and pallets then drive at higher speeds over long distances. A high speed collision places a van driver at greater risk of injury or death than if they were driving a truck. Drivers belong in the safety of a cab where they are isolated from their cargo box. Accordingly, carriers restrict what they will transport in van and severely limit the drivers earnings. Carriers are CONTINUED ON PAGE 8

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#### **Q&A WITH TRUCKS BY DESIGN CONTINUED FROM PAGE 6**

often forced to use large trucks for small shipments at a very low gross margin or a loss because they are afraid to place certain cargo in a van. The First Class Expediter will be able to carry loads that would otherwise require a larger truck; therefore increasing gross margin.

#### What are some ways our industry can overcome these issues?

Carriers can change the way they operate in order to achieve greater success. More efficient trucks and advanced operations procedures are critical to improving gross margins and safety.

How important are Owner/Operators?

O/O's are the most critical part of a carriers operation. They should feel their carrier is concerned about their safety, comfort and earning potential. Carriers could recruit more drivers in better trucks if they a have better options than the current vehicles that are in use.

#### How can the carrier - Owner/ **Operator relationship be** strengthened?

Communication is most critical. Drivers must answer their phones! Voice mail is not an option when the carrier has a nervous customer on the phone waiting for an immediate answer. Customers will not wait for a driver to call back, they will simply call another carrier.

The O/O and the carrier miss too many loads over this simple failure to communicate.

Dispatchers should always be courteous and forthright. Accurate pickup and delivery info and times must be clearly sent and acknowledged. Prompt, accurate driver pay is important for obvious reasons.

#### How can TBD help?

We are creating an innovative line of trucks, based on more than 30 years of actual experience and success. These trucks are specifically modified by expediters for expediting.

The trucks we will develop will be more affordable, have larger capacities and deliver higher earning potential for the driver and the carrier. Driver safety and comfort is foremost in our plans for those who work and live in our vehicles.

#### Anything else for our readers to know?

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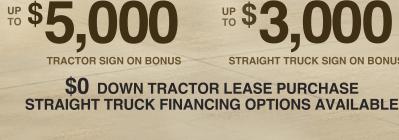
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## **Expedite**Now FEATURE WHICH IS RIGHT FOR YOU? By Sean M. Lyden, Staff Writer

If you're considering expedited trucking, perhaps you're looking to find an interesting "post-retirement" career, start a venture that you can do with your spouse, or travel the country while getting paid to do it. Whatever your goal, you're likely asking the question should I become an owner-operator or start as a driver employed by a fleet owner?

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#### OWNER OPERATOR OR FLEET? **CONTINUED FROM PAGE 14**

ExpediteNow recently spoke with John Elliott, chief executive officer for Load One LLC (www.load1.com), an expedited trucking carrier headquartered in Taylor, Mich. Here are four points he shared from his decades of experience in the industry to help you arrive at the best answer for your unique situation.

#### 1. Try Before You Buy (a Truck)

"I always think it's wise for someone to start in the industry as a fleet driver versus jumping in as an owner without having experienced the business or industry," says Elliott. "Being a fleet driver is a good way to get your feet wet and make sure you like the business and lifestyle. This will give you the chance to review the (financial) numbers in real-world situations to determine whether you can succeed in the business before make a long-term financial commitment."

How long should you work as a fleet driver before becoming an owneroperator? Elliott recommends giving it at least six months to a year.

#### Why that timeframe?

"By six months, you will have run through several cycles and seen the ups and downs. This should give you enough time to really get to know the industry, understand the freight, determine what type carrier you'd like to lease onto, and get a real-world feel for the lifestyle," explains Elliott.

#### 2. Determine Whether You Want the Responsibility of Ownership

As a fleet driver, all you really have to focus on is driving; your fleet owner manages the rest of the business. So, are you ready to take on the responsibilities of running your own business?

Take, for example, truck maintenance. "When you become an owner operator one of the key differences [from being a fleet driver] is that the maintenance of the vehicle now falls on you," says Elliott. " Are you willing to do some of the work on that vehicle yourself to reduce maintenance costs? Do you have cash reserves built up to pay for unexpected repairs?"

As a driver, your employer handles all that. But as an owner, you're now responsible for ensuring your truck is in top working condition because any extended downtime could put you out of business.

You also need to manage your finances as a business.

"I think one of the keys to success as an owner-operator is to be able to say, 'The truck and the business get paid first. And the extra is what I make.' You have to run it like a business, not like a personal checking account. I think too many people jump into becoming an owneroperator just because they like the idea of being an owner. They like the idea of being independent, but there's a lot of responsibility that comes with that," says Elliott.

> CONTINUED ON PAGE 26 ExpeditersOnline.com

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What happens when that adjuster comes back with a ridiculously low offer to repair or replace your unit? How do you challenge the insurance company for better compensation?

Take the time to ask your insurance agent if the company they are placing you with uses Inside Claims Truck Insurance Professionals, and what kind of turnaround time you can expect in the event of a loss.

It's also a good time to ask how they plan to help you with Loss of Use reimbursement when the accident occurs and the idiot who ran you into the bridge WAS caught and ticketed, but their insurance company doesn't want to pay your Loss of Use. Can they help you get money for Loss of Use while your unit is being repaired? EN Learn more about the Expedited Freight Industry!

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#### OWNER OPERATOR OR FLEET?

#### 3. Weigh the Risks with the Rewards of Ownership

The first two points above address the risks of becoming an owner-operator. But the rewards are compelling, if you're comfortable with the risks and have put yourself in the best position to succeed.

"If you do it right, you'll make more money as an owner-operator and gain a greater sense of independence," says Elliott. "You're the captain of your own destiny. A driver for a fleet owner may not have much say in the loads they take on, how long they're on the road, and how long they're home. As an owneroperator, you're going to make those choices for yourself."

The key to success as an owner is to know yourself -- and the business. "If you've taken your time, learned the numbers, built up some savings so you're financially prepared to do it, if you have a great work ethic, then I believe it's a business that an owner-operator can definitely make a good living from to provide a secure financial future for their family."

#### 4. Prepare Your Finances for Ownership

If you've decided that ownership is right for you, how can you strengthen your finances so that you can stay in business, especially during the startup phase?

Elliott says that before becoming an owner-operator, make sure you have the financial resources and reserves in place.

#### How much?

"I think you need to have at least a couple months in reserve," Elliott advises. "I've seen cases where a driver becomes an owner operator, buys a truck, and two or three weeks later a medical or family emergency takes them off the road for weeks, and sometimes they're just never been able to recover from it financially."

Elliott also recommends saving enough of a down payment to put on a truck to bring the monthly payments in line with what you'd be comfortable paying.

What about for truck emergencies? How much should owner-operators set aside for maintenance and repairs?

"It depends on the age of the vehicle," says Elliott. "A lot of times a driver will go out, and they'll buy an older vehicle because they can get it really cheap. But what often happens is that a 'low cost' truck generally comes with very expensive maintenance. With a new truck or even a one or two-year-old vehicle, your maintenance costs are relatively low. But if you go with an older truck, you may need to have over ten thousand dollars sitting in the maintenance reserve ready on Day One in case there are issues."

#### The Bottom Line

So, which is right for you -- owneroperator or fleet driver? That depends on your personal and professional goals, risk tolerance, and finances. If you follow Elliott's advice, the answer might be both ... start as a fleet driver to "test-drive" the business, and if you like it, strive to become a successful owner-operator.**EN** 

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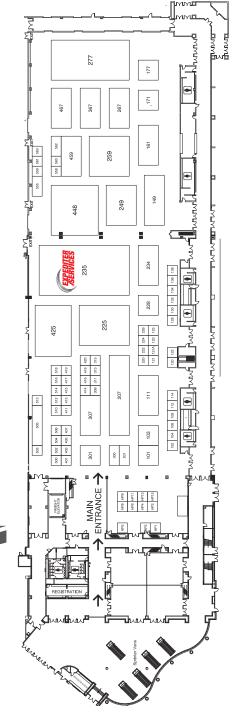
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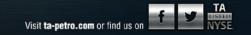
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#### Expedite Trucking Stars Joe and Carolyn Shelton partner with John Lalonde and Fyda Freightliner of Columbus OH.

We have all faced the challenges that come with looking for new work. While there can be excitement behind the opportunity of a fresh start, it can be a very unnerving quest. What can be even more difficult is moving into a new industry.

In 2009, Joe and Carolyn Shelton, a pair of diehard Carolina Panther fans, were in that exact position. At the age of 58, Joe was laid off from a position that he held for many years. After diligent job searches and attempts to replace a six figure income, the couple began to feel the pressure. It was at this time they began seriously considering entering the Expedite industry.

In his search for employment, Joe learned from several sources about the type of turnover in the trucking industry. Once his interest was tapped, he and Carolyn spent some time at a local truck stop asking drivers about their experiences. Within two minutes, Joe and Carolyn had conversations with two different expediters, both drivers for FedEx and both strongly recommending exploration on ExpeditersOnline.com. The Sheltons did not see this as coincidence.

After they had done their research and earned licenses, the Sheltons signed on as contract drivers for Expediter Services. Once they had six months experience under their belts, they felt it was time to grow. Through the connection of Expediter Services, the Sheltons met John Lalonde of Fyda Freightliner of Columbus OH at the Expedite Expo. Through John, the Sheltons purchased a 2007 Freightliner that was available and already TVAL approved by FedEx. They were able to get their FedEx logos applied to the truck and



hit the road in almost no time at all.

Since that point, Joe has said, "We wouldn't buy a truck from anyone else because we trust and know John is concerned about our business, not just the sale." But the Sheltons were not done with just one truck. "Since that time we have purchased several trucks with the help of John Lalonde of Fyda. We currently own 12 trucks. 10 FedEx TVAL trucks and 2 FedEx surface freight trucks." The Sheltons are blessed to have two of their children working in the family business.

When asked about their experience with John Lalonde and Fyda, the Sheltons raved about the dealership but also about Lalonde as a person. "John has walked with us through our growth and given very good personal support. We consider him a friend and partner. We have found that to survive in this business you need partnerships in all areas such as finance, legal, accounting, and equipment suppliers." John Lalonde's partnership has been a direct contribution to the Shelton family and he continues to serve their fleet. For more information on Fvda Freightliner, please contact John Lalonde at 800-589-3932 x 1214.

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