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TRUCKING JOB DIRECTORY Page 39



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7 LESSONS

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INSIDE ISSUE 13.6



6 FEATURE
*Should I Stay
 or Should I Go?*

What are the signs that you should leave your carrier? ExpediteNow spoke with Dave Corfman to get his advice on the red flags to look for.

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ExpediteNow FEATURE

Should I Stay or Should I Go?

KNOWING WHEN TO FIND
ANOTHER CARRIER

By Sean M. Lyden, Staff Writer

When Dave Corfman started in expedited trucking with Roberts Express (now FedEx Custom Critical) in the mid-1980s, business was good. Real good.

"The pay was phenomenal. It was nothing to get \$3.00 or \$4.00 a mile on a load. But, you know, competition has a way of changing the dynamics of that," Corfman recalls.

CONTINUED ON PAGE 14 
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TIME TO FIND A NEW CARRIER

CONTINUED FROM PAGE 6

At the time, Roberts Express was the pioneer and main player in expediting, with few competitors. Today, the market landscape has changed, with numerous carriers vying for a bigger slice of the expedited trucking pie. And while the increase in competition has driven down pay rates over the years, it has also created more options for owner-operators and fleet owners, who may not be happy with their current carrier.

Corfman knows from experience, having switched carriers a handful of times during his three decades in expediting. And today, he's a fleet owner with six trucks leased to Panther Premium Logistics and one with V3 Transportation. So,

Sitting Too Long?

The most glaring red flag, says Corfman, is that you're having to wait too long between loads.

"If they're not providing sufficient loads for you to support your business, then you need to move on," says Corfman.

He's speaking from experience. When he was with Tri-State, General Motors was its biggest customer. But in the early 2000's, the business from GM dried up -- and so did Corfman's loads.

"When the business from GM disintegrated, that put Tri-State in a marketplace that they just weren't, at that time, ready to compete in," says Corfman. "I was thinking, 'Well okay, they're going to go through a bunch of growing pains right now because they just lost their biggest account. How long is that going take them to recoup that business?'"

Corfman didn't wait to find out. He signed on to Panther, where he still leases to today. The lesson: Whether you're about to lease to a carrier or have been with one for years, always keep tabs on

the carrier's customer base.

What exactly do you look for to discern whether the carrier can support your business?

"Do they have their own customer base or are they bidding everything?" says Corfman.

In the first part of the question, Corfman is referring to the carrier's long-term shipping contracts with customers that help ensure there are still loads, even when the overall freight market is slow. "With those contracts, you're insulated a little bit more from recessionary periods," says Corfman. "That's why you have to be with a carrier that does those kinds of loads."

The second part of the question points to a carrier's over reliance on "load boards" for freight, which is a huge red flag.

Load boards are online matching systems where shippers and brokers post their freight needs, and carriers bid for those loads, with the award often going to the lowest bidder. And that means you're getting fewer, less profitable loads.

"When I'm slapping \$160,000 or \$170,000 down on a truck, that thing's got to be moving. We're not doing this cycle where you run a load, sit 3 or 4 days, run a load, sit 3 or 4 days. That's not happening on Dave's lot," says Corfman.

Greener Grass?

But Corfman also cautions that, in a slow freight market, your carrier may not be the only one experiencing fewer loads.

"The grass isn't always greener because you have to remember that all the carriers are fighting over the same freight," says Corfman.

But how do you determine whether a slowdown in loads is due to the overall freight market (and not a reason to change) or the carrier's poor sales performance (which is a huge red flag)?

CONTINUED ON PAGE 16

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TIME TO FIND A NEW CARRIER

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“Know how they obtain their loads,” Corfman advises. “What’s their load ratio of business from their own customers vs. bidding on load boards? How big of a sales department do they have? The carriers that have big sales forces, where they get their own customers, are the ones who can endure those slower times better compared to the guy that’s bidding on loads. Because when everything is slow, he’s bidding against everybody.”

Corfman also recommends that owner-operators and fleet owners should network with peers and industry experts to get a pulse on the market -- and the performance of their carrier.

“I would say network with drivers on ExpediterOnline.com, Facebook, and other sources,” says Corfman. “Find out what you can and as much as you can and what other trucking companies are doing. Then verify what you’re hearing. See how many times you get that same story. What kind of rate are they running at? A lot of times you find out who’s buying new trucks, and who’s turning them quickly. What are the fleet owners doing? This is useful because fleet owners often have more access [than owner-operators] to certain industry information.”

Sometimes you can gather valuable information through attentive observation. “When you’re at a truckstop, notice whose trucks are sitting there forever and who’s actually moving around,” says Corfman. “You start to put things together like a puzzle. So, it’s not one single sign, but it’s an accumulation of things that you would look at to give you a clearer picture as to whether you should make the switch.”

New Ownership or Management

When you first signed on with your carrier, it might have been the ideal fit for your business. But then the company got acquired or new management took over. Is it still right for you? Or should you make a change?

The answer depends on whether new ownership or management has led to changes that impact your business.

That’s what happened to Corfman after FedEx acquired Roberts Express in the 1990’s. At the time, he was operating three trucks for Roberts Express that were painted red. But FedEx required the trucks to be white. “They wanted us to paint the trucks at my cost, of course. And that just didn’t make sense to put out a bunch of money to paint trucks just to accommodate this company. That’s when I made the move to Tri-State,” says Corfman.

The lesson: Even if you’re happy with your carrier today, things change. Continuously evaluate whether the company still fits your business objectives.

The Bottom Line

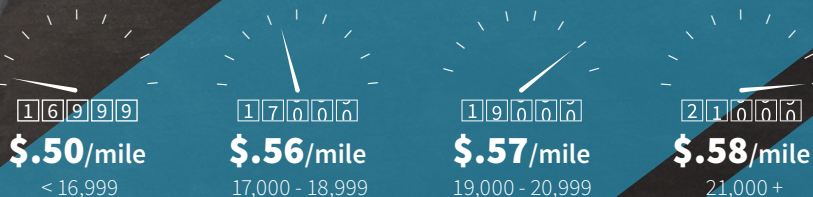
When it comes to whether you stay with a carrier or leave, at stake is the long-term viability of your business. As Corfman puts it: “[The carrier] has got to have a steady stream of revenue. Whether you’re running newer equipment or you have older equipment with higher maintenance costs, the carrier needs to have enough business to support your business. And if they don’t, you’ve got to start looking.” **EN**



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THE INSURANCE ZONE

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

Why I'm a Multi

Last month's article and blog generated feedback from Multis who are "doing it right." I agree emphatically that the Multi model CAN be done correctly but has been bruised by some bad apples. Here's some of the feedback I received of "Why I'm a Multi" from Owner Operators who haul for more than one Motor Carrier:

1. "Leverage" was stressed in multiple discussions. Multis believe they have leverage over their Motor Carriers when they run for more than one company because they feel they can tell which company and dispatcher is working hardest for them based on the loads provided.

2. "Camaraderie" was emphasized with discussions of who's running hot or cold including the average rate per mile, who's "fair" and who favors the "latest fleet".

3. Underscore "Access to Shipments" because Multis believe they have access to more freight when expanding their Motor Carrier base beyond one option.

4. "Cost of Insurance" was cited as those with good credit, driving record and demographics experience the best independent insurance rates vs. the common complaint of "nickel and diming" through the inhouse plans which support more expensive drivers.

5. At the end of the day, all said that they like the "Freedom" that being a Multi provides them.

Look, I believe the vast majority of the Multis I insure are doing it right.

But just like doctors, lawyers and insurance agents work to clean up their bad apples, I encourage professional drivers to talk at truck stops and educate that "running rogue" is what forces down everyone's rates.

Whether you're a Multi or a Traditional, it's not too late to bring Expedite freight back to the Elite status of trucking many of us remember. **EN**

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7 Lessons for Overcoming Obstacles to Your Success in Expediting

By Sean M. Lyden, Staff Writer

You're blindsided with news that your carrier is getting out of the business, and now you're scrambling to find another company before you burn through cash reserves. Or, you've added a new \$180,000 expeditor truck to your fleet, but it's parked, not earning any income, because freight has slowed down.

Whether you're an expedite owner-operator, fleet owner, or both, one thing's for sure: you face numerous obstacles that knock you off kilter, causing you to feel overwhelmed and unsure about how to best proceed. But what if you could grow your capacity to keep calm under pressure to find the best way to solve your problem?

That's precisely what Ryan Holiday teaches in his best-selling book *"The Obstacle is the Way: The Timeless Art of Turning Trials into Triumph."* The book draws from the ancient Greek philosophy of stoicism to show today's business owners how to overcome adversity with greater perseverance and resilience.

Here are seven lessons I've gleaned from the book, with relevant quotes from Holiday, that I think can also help you overcome the obstacles to your success in the expedite business.

Lesson #1:

No matter how big the problem, proceed with certainty that you will solve it.

"There is always a countermove, always an escape or a way through, so there is no reason to get worked up."

Lesson #2:

There's an opportunity behind each obstacle, if we look for it.

"You will come across obstacles in life — fair and unfair. And you will discover, time and time again, that what matters most is not what these obstacles are but how we see them, how we react to them, and whether we keep our composure. You will learn that this reaction determines how successful we will be in overcoming—or possibly thriving because of—them."

CONTINUED ON PAGE 26

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OVERCOMING OBSTACLES

CONTINUED FROM PAGE 24

Lesson #3:

Stay calm, even when everything in you wants to freak out.

"Obstacles make us emotional, but the only way we'll survive or overcome them is by keeping those emotions in check — if we can keep steady no matter what happens, no matter how much external events may fluctuate."

Lesson #4:

Don't fear the problem; use it to your advantage.

"The struggle against an obstacle inevitably propels the fighter to a new level of functioning. The extent of the struggle determines the extent of the growth. The obstacle is an advantage, not adversity. The enemy is any perception that prevents us from seeing this."

Lesson #5:

Overcome the obstacle by changing how you see it.

"The Greeks understood that we often choose the ominous explanation over the simple one, to our detriment. That we are scared of obstacles because our perception is wrong — that a simple shift in perspective can change our reaction entirely. The task, as Pericles showed, is not to ignore fear but to explain it away. Take what you're afraid of—when fear strikes you—and break it apart."

Lesson #6:

No matter what "cards" life deals you, play them to win.

"We forget: In life, it doesn't matter what happens to you or where you came from. It matters what you do with what

happens and what you've been given. And the only way you'll do something spectacular is by using it all to your advantage.

Lesson #7:

Persist until you succeed.

"What's required of us is not some shortsighted focus on a single facet of a problem, but simply a determination that we will get to where we need to go, somehow, someday, and nothing will stop us."

The Bottom Line

When you train yourself to see the opportunity in every obstacle, you gain the mindset you need to solve your biggest challenges -- and build a profitable business in expediting that can succeed for the long haul. **EN**



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Owner of M&S Feidt Transportation, Teams with Fyda

Mitch Feidt is a true American. Born in Washington, PA and currently residing outside of Harrisburg, PA, Feidt has lived all over the country. He has met people all across our nation and done business with more people that he can count. But Pennsylvania will always be home. Loyal to his birth town, Feidt is an all-out Pittsburgh Steelers fan. Black and gold Terrible Towels and all.

Prior to his time in expediting, Feidt was a hard-working man in the business of home repairs. He was good at it. But in 2003, he and Shelly, his wife of nine years, saw the potential in the expedite industry.

Feidt's mother and stepfather entered the industry in the Spring of 2003 with FedEx Custom Critical. He would switch off on team runs with both of them, and in the Fall of 2003, Mitch and Shelly jumped into the industry together, also with FedEx Custom Critical. Feidt is a loyal man. He has never broken away from his first carrier and to this day, deals exclusively with FedEx Custom Critical.

In 2003, at a company event, he first met John Lalonde of Fyda Freightliner. Over the years, he and John would bump into each other from time to time and Feidt heard more and more about Lalonde from other connections. In 2009, Mitch and Shelly purchased their first used T-val from John Lalonde.

Since that time, the Feidts have purchased 11 trucks, all from Lalonde. They now have a small fleet running seven trucks for FedEx Custom Critical. When asked about his fleet, Feidt exclaimed, "We have great relationships with all our drivers. We try to make work as pleasant for everyone as possible. We have 7 great teams that we are very proud of!"



In regards to how Lalonde and Fyda Freightliner have affected his business, Feidt stated, "They took in a guy who had never bought a truck before and made the process easy. They worked with me to find the right truck and the proper financing. The whole process was so smooth that we obviously kept coming back! John was able to help at every turn. Sometimes, financing matters can be very complicated. But John has always been there to help out and he has treated us right. John's vendors have helped us very well too. Any problems we've had on repairs, he has been willing to help in a very timely fashion."

In closing, Feidt emphasized, "Over the years, we gained a really good business, working relationship with Fyda. They all know us by name. Fyda feels like family. They make this process so much easier at every turn. They have hundreds of customers, but we feel very important every time."

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Team wanted for FedEx CC WG T-Val DR unit with sign on bonus. 43% to the team with an additional 2% after 6 months. 2014 with low mileage. Class 8, 10 speed auto-shift, 96" double bunk sleeper loaded
Larry (734) 985-0544

Established Team Couple FedEx Custom Critical White Glove T-Val reefer team preferred, but will train the right eager team. Brand new 2016 Freightliner Cascadia, 96" bunk. Small dogs or cats welcome.
(704) 881-3782

We have an immediate opening for an ESTABLISHED TEAM COUPLE in a newer 2014 Freightliner M2-112 Straight Truck with a 96" custom built Bolt sleeper. MORE MILES! CONSISTENT REVENUE! PERFORMANCE BONUSES! GREAT TRUCKS!
Beverly (419) 410-2800

Team needed for 2017 Freightliner M2-112 with a fully automatic transmission. 96" Bolt Lux sleepers well-equipped. Our contracted rate is \$1.30 per mile + FSC and \$0.50 per mile DH all miles. Settlement Plan: 40/60 We pay fuel and get 100% FSC
Adam (419) 297-3773

FedEx Tval qualified team needed! 60% pay, with no deductions taken from you. Freightliner Cascadia with 96" AA Sleeper.
Chris (330) 618-6020

Team Needed for 2016 FTL, \$1,500 Sign-on Bonus 2015/2016 Freightliner M2-112, fully automatic with DD Engine. This unit has a 100" custom sleeper with hardwood floors, dinette, refrigerator and freezer. We do a 60/40 split. The owner pays for the fuel, tolls, maintenance, repairs, and truck payment
Susan 865-719-7830
or David 909-272-3982

Established teams wanted to partner with us as independent contract drivers. We have 2013-2015 Freightliner M2-112's with loaded 100" Bolt custom sleepers, automatic 6-10 spd. transmissions powered by a DD13 370-410hp engine. You get 40% of the linehaul pay and accessorial. Most of our teams average \$1,200 - 1,600 per week.
Michelle (931) 372-0077

H/W or same household team needed for Bolt custom 96-inch sleeper with single bed. Equipped with full fridge, convection microwave, flat screen TV, sink with running water, dinette, roof air and a generator. Lease Purchase
Tricia (606) 723-9815

DRIVER WANTED

Driver wanted for Panther van. Extended length Chevy Cargo Van is clean and well equipped including bunk. 60% of Loaded Mile Revenue plus 100% FSC. Detailed weekly settlements. Commercial Driver License is required (minimum CDL-C).
Dan (585) 255-0660

I'm looking for a professional driver with experience to drive over the road in a cargo van. Non-CDL. Must be able to obtain D.O.T. Physical also must have clean MVR and previous 2 years of verifiable experience. Please call 708-714-0711 for more information
Goran (708) 714-0711

Cargo van driver needed. We work with Panther and have for 10 years. We also are grandfathered in at the highest rate. Also get paid dh's, empty moves, stop-offs and bonus money. Bonus program!
Keith (484) 223-9551

We have available a 2012 Nissan High Top with back up sensor, GPS, we insulated the inside, have E-Track and a sleep bunk. Our vans are on with Panther. You must have a CDL and pass a background check.
Robert 865-684-5765

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Call Jim at 888-619-9172

2017 Freightliner Cascadia 113 410HP DD13, Detroit Automatic, Factory Dinette Option, Fridge, Inverter, Microwave. Special financing event
Call Tony at 888-258-7795

2016 Freightliner M2-112 with Detroit DD13 Power, Allison 6 speed automatic, Bolt custom 96" sleeper (loaded), 22ft Morgan Dry Van body.
Call Heath at 800-899-8696

2012 Freightliner M2 112370 Horsepower, 12.7L Detroit, Automatic 6 Speed 96" AA Double Bunk sleeper with large fridge/freezer, microwave, sink.
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Call Welson at 248-798-8334

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