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EXPEDITE NOW

MAGAZINE

Volume 14, Issue 2

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EXPRESS**

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Talks Life on the Road

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7 BIG Changes

IN EXPEDITE
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THE 90's

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Phone: 859 746-2046 • Fax: 859 746-2084
Toll Free: 888 862-9831

Business



14 7 BIG Changes
in the Expedite Trucking Industry Since the 90's

business staff

Lawrence McCord Publisher
Monte Stetler.....VP of Business Development
Jeff Blakemore.....Creative Director
Joshua McCord.....Interactive Developer
Michael Sams.....Interactive Developer
Debbie McCord.....Accounting
Carol Hill.....Subscription Manager

editorial staff

Jeff JensenEditor Posthumous
Sandy Long..... Staff Writer
Sean Lyden..... Staff Writer
Scott Loftis.....Contributing Writer

national account executive

Isaac Speicher 859-795-5741

Expedite Now is written for professional owner operators and drivers working in the expedited trucking industry.

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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Team Dodson
Talks Life on the Road



CAN YOU TELL US A LITTLE ABOUT YOURSELF?

John and Anna Dodson. Married 21 years, we have been trucking almost 20 years as a team. John taught me (Anna) to drive.

CAN YOU TELL US ABOUT YOUR TRUCK?

Our truck is a 2015 T-680 Kenworth, bought new in 2014. It now has 459,000 miles.

HOW LONG HAVE YOU BEEN IN THE TRUCKING INDUSTRY?

John has been in the trucking industry 35 years. I have 20 years.

WHY DID YOU CHOOSE TIME SENSITIVE, EXPEDITED FREIGHT?

We didn't really choose the time sensitive freight, it just came as the job with Summit Express. We liked it from the beginning and it works really well for us.

WHAT TOOLS, SMARTPHONE APPS OR SOFTWARE DO YOU USE TO HELP YOU ON THE ROAD OR RUN YOUR TRUCKING BUSINESS?

We have a gps in the truck and I use the map app on my smartphone to get to the pick up and delivery locations.

WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS LOOKING TO HAUL EXPEDITED FREIGHT?

When hauling expedite freight, the most important part first of all is be safe and plan ahead. Know where you are going and try to give yourself time to do it.

TELL US ABOUT A GREAT LOAD EXPERIENCE OR EXPERIENCE ON THE ROAD.

We have had several memorable experiences over the years, but one that comes to mind is, when we had just delivered a load in

southern California late in the evening and were thinking we would have a night to kick back and relax. We had dinner in a restaurant, picked up a couple movies and went to the truck, only to find that the night dispatcher had a load (2 small boxes) that had to be in Denver, Colorado the next day. Turns out, a small truck that was in the same parking lot as we were had the load and their truck was needing repairs. We grabbed the two boxes and delivered them on time the next day. Makes you feel good when you can pull off the "next to impossible".

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WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO IS CONSIDERING FINDING A NEW CARRIER TO HAUL FOR?

My advice to anyone about looking for a new carrier... go visit them, talk to some drivers. Get some idea about what they do and how they operate. **EN**

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7 BIG Changes in Expedite Trucking SINCE THE 90's

By Sean M. Lyden, Staff Writer



BUSINESS

The expedited trucking sector got its start in the early 1980's, not long after deregulation. And it began to flourish in the 1990's as automakers and other manufacturers turned to "just-in-time delivery" as an innovative strategy to reduce their parts inventories and improve production efficiencies.

So, what has changed in expedited trucking since those early days? Quite a lot. But here are seven big changes that have played a major role in shaping the expedite business today.

1. EMERGENCE OF EURO-STYLE CARGO VANS THAT HAUL MORE FREIGHT, ENHANCE DRIVER SAFETY

In the 1990's, the U.S. van market was ruled by the traditional "boxy" cargo vans, with the Ford E-Series, Chevrolet Express, and Dodge Ram vans leading the way. While these vans were dependable workhorses, the standard roof height of those vans was too low for most drivers to comfortably—and safely—load and unload cargo from inside

the van. Then, in 2003, Daimler introduced the Mercedes/ Freightliner Sprinter cargo van to the U.S. market, featuring much taller roof options that offer more cargo space and payload capacity, while making it easier and safer for drivers to stand up and maneuver from inside the van. In recent years, other automakers have followed suit with their "Euro-style" high-roof full-size van models, including Ford Transit, Ram Promaster and Nissan N-Series, offering expeditors a much wider range of van models and cargo configurations to choose from than they had 20 to 25 years ago.

2. MAJOR IMPROVEMENTS IN TRUCK FUEL ECONOMY

If you were driving a straight truck in the 1990's, you know first hand that you would

CONTINUED ON PAGE 16
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"He is not here;
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Matthew 28:6

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be doing great if you could get upper single digits—7 to 9 mpg—in fuel economy from your truck. And, at that time, fuel prices were low enough to make that acceptable. (As a frame of reference: in 1992, the average price per gallon of gasoline was \$1.05, compared to \$2.38, as of press time, according to U.S. Energy Information Administration.)

But today, many expeditors I've spoken with recently are getting 11 to 12 mpg with their straight trucks—and, in some cases, they're pushing 13 mpg. What's driving this fuel economy improvement? Here are five factors:

- ▶ More efficient engines and transmissions
- ▶ Improved aerodynamics, with sleeker hoods and mirrors, side fairings for the fuel tanks and the rear box or trailer, and rear fairings
- ▶ Weight reduction, with aluminum wheels and lighter composite materials in the construction of the cab, sleeper and body (or trailer)
- ▶ Low-rolling resistant tires
- ▶ Advancements in anti-idling technologies, such as auxiliary power units (APUs) and fuel-powered heating and cooling systems.

3. GROWTH OF EXPEDITER-SPECIFIC MEDIA, EDUCATION AND EVENTS

When Lawrence McCord launched On Time Media in 1999, the veteran expeditor was frustrated with the lack of media coverage and education available for the expedite market. So he launched his own media company—to provide expeditors with the information they would need to succeed in the business. He started out by publishing an email newsletter called "The

Hot Shot" and, months later, expanded into print media with Expedite Now magazine and online with ExpeditorsOnline.com (EO)—media properties that continue to thrive today. And the driver forum on EO has grown to become a "social network for expeditors," where members can ask questions, get real-world advice, and feel like they're never really alone out on the road.

Then there was the lack of events available for expeditors—to share their experiences, learn about new equipment, and get expert advice. While there were trucking trade shows in the 1990's, none focused specifically on the unique needs, concerns and challenges of expeditors. So, in 2001, McCord and the On Time Media team started the first ever Expedite Expo with 10 exhibitors and a small crowd of attendees under a circus tent at the Detroit Truck Stop in Woodhaven, Mich.

Today, Expedite Expo has come a long way, as thousands of attendees from all over the U.S. and Canada come to Lexington Convention Center in Lexington, Ky. each July to learn about the newest trucks, career opportunities and products geared specifically to owner-operators, fleet owners, and drivers in expediting.

4. INCREASED DRIVER DISTRACTIONS

Sure, cellphones were available in the 1990s, but it wasn't until the smartphone came to market in full force in 2007 (with the introduction of the iPhone) that distracted driving involving mobile devices started to become a prominent public safety issue. That's because smartphones with touch screens and high-speed wireless internet connectivity, along with the increased use of texting for communication, have raised the level of temptation for people to look

CONTINUED ON PAGE 18 
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down at their device while driving.

Federal and many local governments have since cracked down on distracted driving by passing new laws. And in 2010, the Federal Motor Carrier Safety Administration (FMCSA) issued a final ruling prohibiting texting and hand-held cellphone use while driving a commercial motor vehicle anywhere in the U.S., allowing mobile phone only use when you:

- 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.

5. GROWTH OF VEHICLE TELEMATICS

The “check engine” light turns on while you’re driving. Is it something serious, requiring you to pull of the road immediately or within a certain number of miles? Or, can you wait until you’re done delivering your current load?

In the 1990’s, the only option you had was to take it immediately to the shop or keep going and hope nothing major is going on with the truck.

But with today’s telematics systems—which use GPS, sensors, and wireless internet connectivity, to track and transmit vehicle location and performance data—you can get an immediate answer to the “check engine” light.

For example, Detroit Diesel’s “Virtual Technician” system, available on new and recent model Freightliner trucks, offers remote diagnostics capabilities, so that if you have an engine fault code, the onboard telematics system sends a message to Detroit Diesel, and they send you either a

text message or email within a few minutes of the “check engine” light coming on to tell you whether it’s o.k. to keep going and finish your load or if you need to stop immediately.

This way, you can avoid unnecessary—and costly—downtime that comes with taking the vehicle immediately into a service center for a minor issue that could have been addressed at a more convenient time.

6. NEW FEDERAL REGULATIONS

When it comes to regulations, a lot has changed since the 1990’s. Here are just a few of the rules that have gone into effect within only the past decade impacting expeditors.

- EPA diesel emissions regulations, which have driven up the price of diesel trucks with implementation of diesel particulate filters (DPF), diesel exhaust fluid (DEF) tanks, and other emissions-reduction technologies.
- First ever Greenhouse Gas (GHG) emissions and fuel economy standards for heavy trucks.
- Stricter hours of service (HOS) rules
- FMCSA Distracted Driving Rules
- Anti-idling laws
- Electronic Logging Device mandate
- National New Driver Training Standards
- National Drug and Alcohol Clearinghouse.

7. ADVANCEMENT OF AUTOMATED DRIVING AND SAFETY SYSTEMS

Although a fully self-driving truck may be decades away, the automated driving

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technologies installed on trucks today would have been considered far-off science fiction back in the 1990's.

For example, today you can equip your truck with adaptive cruise control, which is essentially cruise control on steroids, using bumper-mounted radar that ensures the truck remains at a safe distance behind the vehicle ahead, automatically braking and accelerating the truck, as needed, until it can safely return to the pre-set cruising speed.

There are also advanced collision mitigation systems available, such as OnGuard by Meritor Wabco, which is a radar-based active safety system that detects moving, stopped or stationary vehicles in front of the truck and measures the vehicle's position relative to others on the road to warn the driver of possible rear-end collision. And when necessary, the

system will automatically apply the brakes to help avoid a collision or at least minimize the damage from an unavoidable collision.

With many of today's trucks, software is increasingly taking on the role of co-driver-and guardian angel.

THE BOTTOM LINE

These are just few of the big changes since the 1990s that have shaped the expedite business we know today. But hold tight. With the rise of automated (and fully self-driving) vehicle systems entering the market, the introduction of new business models (such as the Uber-ization of trucking) that may "disrupt" how the industry makes money, and the uncertainty caused by new federal regulations, the next decade or so could usher in even bigger changes at a faster clip. **EN**

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THE TRUMP BUMP

Means Big Bucks for Truckers

by Shelly Benisch, TRS, CIC

Who can really trust a poll for exact numbers anymore, but suffice to say that most of us in trucking tend to be conservative and patriotic so it's not surprising that Trump received BIGLY support from individual drivers, organizations like Truckers for Trump and even the Big Boys representing fleets. What happens now?

Proposed changes in the tax code benefit Owner Operators and Motor Carriers alike, and the removal of the Obama Care mandate should also result in more money in your pocket as competition reduces cost and deductibles for health insurance. It's also unlikely there will be future discussion regarding the requirement of higher insurance limits for Bodily Injury and Property Damage that had been banded around for some time.

Trump's vision of American workers first certainly can't hurt as fewer drivers eventually result in the supply and demand of higher wages. Driverless units aren't here quite yet.

It's likely that the long freight recession is finally over, and President Trump's appointment of Elaine Chao as Secretary of Transportation points to a more amiable relationship between Truckers and FMCSA.

Chao is a well-liked and respected professional as well as wife of Senate Majority Leader Mitch McConnell. She breezed through her Senate confirmation with a vote of 93-6. She arrived in the U.S. as a legal immigrant at the age of eight speaking no English. Experienced in both the private and public sector, she's been a regular speaker on creating jobs and growing our U.S. economy with patriotic affection.

Two notable achievements we can hope she replicates in her new role include her success in restructuring the U.S. Department of Labor which streamlined regulations as well as restoring public trust as head of United Way after their financial mismanagement.

We are experiencing an exciting high velocity cultural change now, folks. It's clear that Chao and Trump support you and want you to succeed by Making America MOVE again.

President Reagan once said "Can we solve the problems confronting us? Well, the answer is an unequivocal and emphatic 'yes.'" That remains true today. Buckle up because fun times are ahead! **EN**

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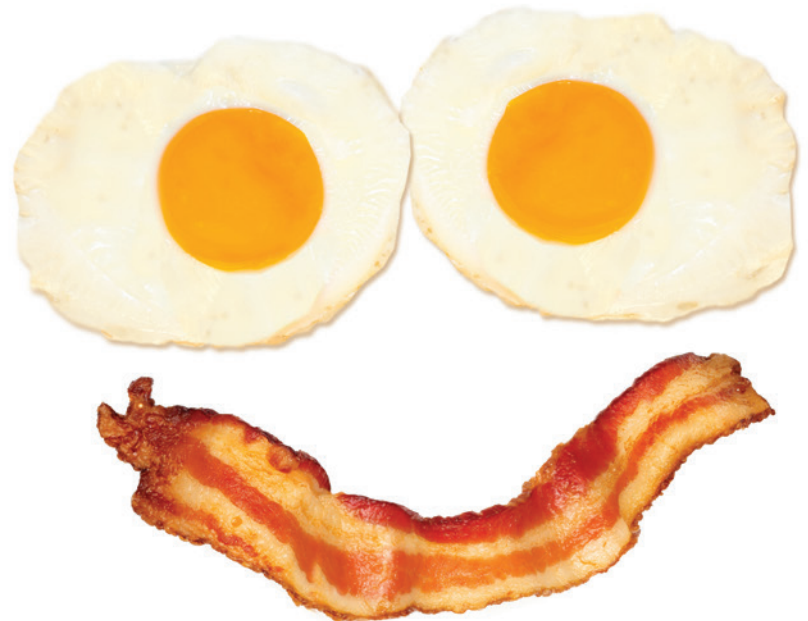
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FIRST ANNUAL Expediter of the Year Award

By Scott Loftis, Staff Writer

**EXPEDITE
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MAGAZINE

INDUSTRY

As America's largest expedite trucking show, the Expedite Expo has always had a driver-friendly focus. This year, that focus is expanding with the first annual Expediter of the Year award.



The award, sponsored by ExpeditorsOnline.com, will be presented

on Saturday, July 15, the closing day of this year's Expedite Expo, at the Lexington Center in Lexington, Ky.

Lawrence McCord, chief executive officer of OnTime Media LLC, which produces Expedite Expo, said it's appropriate that the event honor an outstanding expedite driver. "Without drivers, there would be no expedite industry," McCord said. "These men and women work long and hard to do their job safely and efficiently, and they should be recognized for their efforts. We are proud that we can do that at Expedite Expo."

That sentiment was echoed by Mike Ernst, director of recruiting for Mercer Transportation.

"Truckers are so important to the success of this country and get shown very little appreciation most of the time," Ernst said. "It is important to show them some recognition any way we can, as often as we can. Drivers are some of the hardest working people in America, and Expediter of the Year is a great opportunity to

showcase how valuable they are. Not only to the trucking community but also the general public."

The nomination period for Expediter of the Year opened Jan. 1 and continues through May 15. Anyone can nominate a driver: motor carrier, fleet owner, employees, their families, trucking organization member and trucking industry suppliers.

This contest is open to any expedite trucking industry driver, team, or owner operator with a CDL based in the United States or Canada. Anyone can nominate a driver, and nominations will be viewed and voted on by a group of trucking professionals. Nominations can be submitted through the ExpeditorsOnline.com application process. The top three nominees will be announced in early June and will be asked to be present at Expedite Expo. The top finalist will receive \$500 cash for travel, two nights' hotel accommodations provided by ExpeditorsOnline.com, and an Expediter of the Year Plaque.

Expedite Expo will be held Friday and Saturday, July 14-15, at the Lexington Center in Lexington, Ky. For more information, visit ExpediteExpo.com. **EN**



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