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Volume 14,
Issue 4

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Exhibitor Preview!
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EXPEDITE NOW MAGAZINE

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Feature



14 First Annual Expediter of the Year Award

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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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Simon Bunegar

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SIMON, TELL US A LITTLE BIT ABOUT YOUR BACKGROUND.

I started out doing research in AI and speech recognition systems. That turned into 10 years as a hardcore tech-head building specialised satcom-based networks in some rather volatile parts of the world. Since then I've been involved pretty much non-stop in the B2B technology space for the transport and customer service sectors, no less challenging but less need for bodyguards or obscure vaccinations!

WHAT IS YOUR FAVORITE TYPE OF MUSIC RIGHT NOW?

Tricky question that one as my tastes are pretty broad but probably either some early Blues or some obscure alternative rock bands from the 1990's and 2000's.

WHAT ARE SOME CHANGES YOU ARE SEEING IN THE TRANSPORTATION INDUSTRY OVER THE LAST SEVERAL YEARS?

The rate of change of the business landscape is faster than ever. There's always been change but over the last few years a 'Perfect Storm' has developed that's squeezing established industry players between ever increasing customer expectations and tightening margins.

In the past a successful transport company often sat within a network of shippers, brokers, carriers and

independent contractors that may have changed little in years. These networks were stable and based on personal knowledge and trust. Nowadays the threat (and opportunity) of the so called 'gig economy' is driving professionals towards needing different and faster ways of collaborating safely and easily together.

CX NORTH AMERICA IS BEGINNING TO MAKE THEIR NAME IN EXPEDITE TRUCKING! HOW CAN YOU HELP DRIVERS AND MOTOR CARRIERS TO MAKE THIS INDUSTRY MORE EFFECTIVE?

Far too often technology companies promise huge rewards if you'll just work their way. The expedite trucking industry in North America is a very well established and highly professional industry. Its members don't need telling how to do their job or what business processes to change. They just need better tools to communicate, collaborate and compete more effectively. We know we can help. We've spent the last 17 years helping transport companies keep their word. Our solutions all start with giving better visibility whether it's of loads, vehicles, documentation or performance. We then give companies and drivers the ability to choose who, when and how they communicate that to. Border crossing hold-up? Capacity needs? Electronic PODs? Future availability? Pickup or drop-off update? All done simply and safely from one of our apps or any desktop computer.

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WHAT WOULD YOU CONSIDER TO BE THE "SECRET SAUCE" OR THE MOST IMPORTANT THING ABOUT WHAT CX NORTH AMERICA CAN OFFER?

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Secondly we don't have any conflict of interests, we are not a telematics manufacturer, TMS software vendor, carrier or broker so we're happy to work with those who are in an open and fair manner. We've put our considerable R&D budget into integrating easily and safely with others rather than try and reinvent the wheel as it were. Drivers and carriers using CX North America should expect us to make it easier, not harder, to work with the many systems and partners that they need to on a daily basis. Take tracking for example. We're already fully integrated with over a dozen major vendors and users can also take advantage of our own mobile app based GPS services... all visible on the same screen in a single simple view.

WHAT ARE SOME OF THE TOP CHALLENGES YOU BELIEVE THIS INDUSTRY WILL FACE IN THE COMING YEARS?

The industry is being squeezed from both sides. On the one hand customers, driven by their experiences in the consumer space, are being more demanding than ever. If they can get 20 minute delivery windows, on a Sunday morning, with real-time updates to their smartphone, of that recent online purchase then their unlikely to accept much less when they get to work. On the other hand the giants like Uber and Amazon will only get more disruptive to the industry. Whether it's shifting the

burden of investment in infrastructure onto the transport sector or bypassing the need for drivers entirely with drones and driverless technologies, this industry will have to increasingly adapt and adopt some of the technologies behind the gig economy in order to survive. The firms that succeed will be those who use these new collaboration and communication technologies to better do what they are already good at.

YOU WILL BE EXHIBITING AT THE EXPEDITE EXPO THIS COMING JULY FOR THE VERY FIRST TIME. WHAT ARE YOU MOST LOOKING FORWARD TO ABOUT THE SHOW?

Actually we're not even going to be exhibiting in the usual sense, we're not going to bring the usual big stand etc. Rather we'll be just setting aside a comfortable space where folk can sit down and talk to us or just each other. We look forward to simply being able to talk and network with true industry professionals. Listen, learn and hopefully help a little too!

WHAT WILL BE YOUR PRIMARY OBJECTIVE, AND/OR MESSAGE AT THE SHOW THIS SUMMER?

We may be relatively new to North America but we're well established worldwide with thousands of companies relying on us every day to help them keep their word. Our objective is pretty simple, to help expedite trucking professionals get better collaboration, communication and control.

IS THERE ANYTHING ELSE YOU WOULD LIKE TO MAKE SURE OUR READERS KNOW ABOUT SIMON BUNEGAR OR CX NORTH AMERICA?

For me personally, despite visiting 66 countries (so far) around the world, it'll be my first time in Kentucky so I'm really looking forward to that. As far as CX North America is concerned we're a friendly bunch, come over and say "Hi" and we'll be happy to see if we can work together.**EN**



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FIRST ANNUAL By Scott Loftis, Staff Writer

Expediter of the Year



The Expedite Expo has always been a driver-friendly event but never more so than this year's event, which will include the presentation of the first annual Expediter of the Year award.

The finalists for this year's award have been announced, and they certainly represent the very best of an industry filled with outstanding drivers.

The winner will be announced at the end of Expedite Expo, which will be held Friday and Saturday, July 14-15, at the Lexington Center in Lexington, Ky. The winner will receive \$500 cash for travel, two nights' hotel accommodations provided by ExpeditorsOnline.com, and an Expediter of the Year Plaque.

This year's finalists are Robert Burton of V3 Transportation, Bob and Linda Caffee of Landstar and Edward Estes of Bolt Express.

Robert Burton was nominated by his wife and co-driver Christy Burton.

"Robert is so much more than an expedite driver," Christy said. "Robert is an owner operator, as well as a great human being. He goes above and beyond to help anyone that needs him, not just in the expedite industry. Robert gives great advice to anyone that asks for it, whether they be

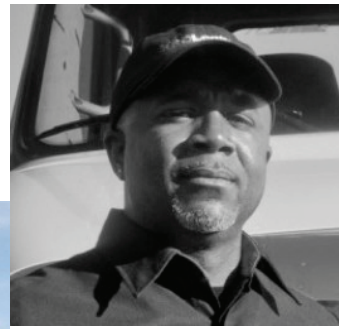
in a cargo van, sprinter, straight truck or tractor. He reaches out to drivers in need and provides them food or money if they need it whilst miles are down."

Christy said her husband is always ready and willing to help anyone who needs it.

"What truly makes him a hero is what he does every day," she said. "Anytime he sees someone who needs help, he offers it. From the driver that had a severed battery cable, to the little old lady on the side of the road with a flat tire. He put himself in danger to put out a car fire in Texas. When he couldn't put it out, he closed the highway to avoid other motorists from getting hurt. Why? Because there were numerous bottles of oxygen in that burning car."

Christy said Robert has done many other heroic things — things like paying for a headstone for a young girl who was murdered and stopping to offer cold drinks to a broken-down military convoy. "Too many of us rush through our day and forget about reality," Christy said. "Not Robert. Robert thinks to himself: 'What if it was us? What if we were stranded? What if we need help? Would people stop?'"

Robert said he has been with V3 Transportation since August 2016, after eight years with XPO Express. He drives a 2005 Western Star and limits his speed to 65 or 66 miles per hour to



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On the road, Robert enjoys flying his drone and taking pictures of the scenery.

He has a passion for volunteering, whether it's installing fans at the local gun club, helping Girl Scouts build rockets, buying school supplies for needy children, or participating in a touch-a-truck event at his local library.

"I brought my purple Western Star down, and allowed the children to have free rein," he said. "The organizer of the event was so thrilled that I was able to make it, as one special needs child was hoping and praying for a purple truck."

Bob and Linda Caffee were nominated by Jeff Hurley, vice president of LTL, Expedited and International Services for Landstar.

The Caffees began their driving careers in 2000 and moved into the expedite market in 2005.

"In addition to driving, Bob and Linda dedicate countless time to advocating and supporting the transportation business," Hurley said. "They perform workshops to advise other drivers how to be an efficient owner-operator including performing safely and running a small business in trucking. They frequently blog stories about truck driving. They also write articles for industry trade magazines. Bob and Linda are members of the Freightliner Run Smart team. They have written a book titled 'Life of an American Truck Driver.' Bob and Linda have a Petro Truck Stop named after them in North Las Vegas, Nev.- Store No. 331, The Bob and Linda Caffee Stopping Center."

The Caffees drive a 2015 Cascadia Evolution that they enter in competitions and safety challenges to promote good and safe driving.

"They serve as advisors to other drivers and are always available to support the trucking industry," Hurley said.

The Caffees are active in Women in Trucking and support the St. Christopher Truckers Development Relief Fund. Both are lifetime members of OOIDA and Linda is president of the board of directors for Trucker Buddy. They also are members of the Western Truck Alliance and Trucking Solutions Group.

"They perform with excellence in all that they do," Hurley said. "Bob and Linda manage their business with class and professionalism."

The Caffees are eager to help new drivers,

and to promote expedite trucking.

"The biggest thing we do is mentor, and we have mentored new people looking at getting into the industry, after they get into a truck, and to become successful," they said. "We have mentored fleet owners on how to become fleet owners, how to get teams, and how to keep their teams. Many of the people we have mentored have gone on to mentor other drivers and it is wonderful to watch them giving back what they received."

Bob and Linda have received some media attention during their careers, and they take the time to help give their industry a positive image.

"Whenever asked, we promote not only expeditors but the expedite industry through magazine articles and interviews," they said. "We have spent hours setting up for pictures for us and our truck to be on the cover of Overdrive, spent time with a reporter from NBC Nightly News being videoed for a segment about our sleeper and our lifestyle as expeditors. When we won the TA/Petro Citizen Driver Award we were interviewed often about the trucking industry as well as expediting. We have spoken at our local Rotary club about Trucker Buddy as well as Expediting."

Another way the Caffees promote a positive image is by dressing for success. The Caffees' clothing bears the logo of their company. Both wear slacks and button-down shirts, and Bob wears a tie each day.

"We have spoken at workshops and at meetings about the importance of dressing for success and being the face of the company," they said.

The Caffees have also been involved with Trucker Buddy for many years.

"We have two teachers in France that teach English," they said. "One teacher teaches high school students and the other has fifth, sixth and seventh grades. Each week a postcard is sent to the teachers and the students do a report in English about the postcard. We work more with the teacher in Saint Malo and send the classes videos of us grocery shopping, walking around truck stops, ordering a meal and so on. At Christmas, we send over handmade gifts to each student and at the end of the year we send over a gift to each student with a handmade card



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CONTINUED ON PAGE 18

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with their name. Last year we traveled to France to see our students and spent four days going on field trips with each grade. We were featured on the local news as well in the newspaper and they were all surprised we were there to see them and were not going to Paris. The students tried to teach us French, but we are very slow learners."

Edward Estes was nominated by Chad Brown, director of driver relations for Bolt Express.

"Ed has completed over 70 shipments for 31,523 accident/incident free miles in 2016 and has a 96 percent on-time percentage rating with zero turndowns," Brown said. "Ed is the most professional driver that I have ever met during my 20-year career in the transportation industry. He is a loving husband, father and grandfather. When Ed and his wonderful wife Dianne are at home they volunteer at their church the University Church of Christ in Montgomery, Ala., helping the elderly church members with their transportation needs. Ed represents Bolt Express and the transportation industry with a high degree of professionalism and integrity.

Estes said he has been with Bolt Express for six years. He has been accident-free with no citations for his entire career of professional driving. Estes currently drives a 2012 Mercedes Benz Sprinter Van.


Estes is a member of the ExpeditorsOnline.com forums and a former member of the National Purchasing Managers Association.

Like the other finalists, Estes has a passion for volunteering,


"Currently I continue to volunteer for various needs for members of my church. I have also assisted stranded motorists whenever possible. One such instance was following a school teacher home for over 100 miles. She was returning from a teacher's seminar and was stranded with an overheated radiator. I helped with a temporary repair and then saw that she got home safely since it was dark and her route was partially on rather isolated roads. I have also volunteered at the Expediter Truckers Show in Wilmington, Ohio and Louisville, Ky. Previously I coached Little League baseball and soccer teams, provided aid to tornado victims, and donated blood.

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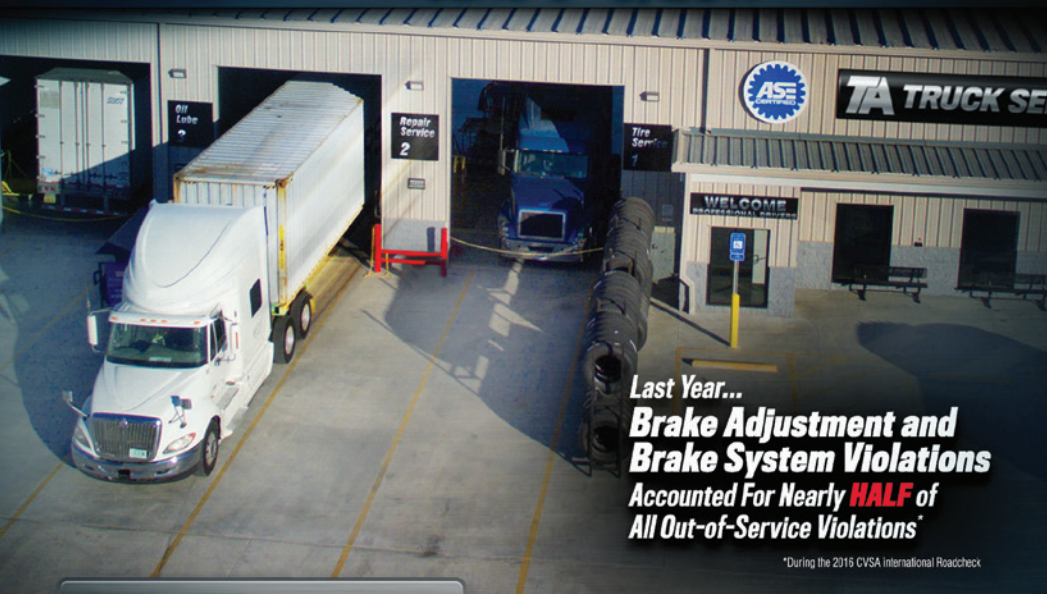
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Opportunities For Owner-
Operators & Teams

Mike Welch has proven that he holds a clear vision for opportunities on the horizon in the world of transportation. As the founder of Express-1 in 1989, Welch became one of the pioneers in the expedited transportation sector, establishing a track record of success that positioned the company to become publicly traded in 2005. It was listed as Express-1 Expedited Solutions under the ticker symbol XPO.

Following the majority stock sale of the company to Jacobs Private Equity, which led to the creation of XPO Logistics, Welch exited transportation as an executive in 2011, thinking at first that he would not likely return to the industry. However, in 2015, Welch became a partner at Magnate Worldwide, and he found a new set of opportunities in transportation that were calling him back to the industry. Formed by parent company Magnate Capital and CIVC Partners, a Chicago private equity firm, Magnate Worldwide is focused on strategic acquisitions within the transportation and logistics industries.

As a well-established leader with three decades of industry experience, Welch was chosen as Magnate Worldwide's president, welcoming the mission to identify

transportation and logistics companies with a strong potential for growth. The solid foundation that Welch and his team have built since the launch of Magnate Worldwide has created a platform for a flurry of recent acquisition activity.

Magnate Worldwide completed the acquisitions of Masterpiece International in March and of Premium Transportation Logistics (PTL) in April. The additions of Masterpiece, a leader in meeting the logistics needs of the fine arts world with 25 U.S. offices, and PTL, a ground expediter service based in the Midwest, further diversified Magnate's range of services for customers and opportunities for drivers. Last August, Magnate completed the acquisition of TrumpCard, a provider of premium logistics services focused on high-value and time-sensitive shipments for a host of industries including healthcare, aerospace, entertainment and electronics.

"I've always liked the transportation industry and it gets into your blood. Now, I have probably been asked the same question 50 times by friends in the industry and competitors in the industry since coming back," said Welch. "People have asked: 'Why would you want to get into this business?' My consistent answer

CONTINUED ON PAGE 30

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has been that I think we are going to see more opportunities in the coming years as the economy strengthens. We (Magnate Worldwide) also believe that customers will continue to seek high-quality, premium services. Our goal is to offer a better service. We think that we can do that, and that's why we are in the business."

Welch's return to transportation and the platform he is building through Magnate Worldwide have captured the attention of industry leaders, especially those in the expedited sector. "Mike may be the only person in the industry with a proven track record to take a company from a startup to becoming publicly traded and then to achieve the sale of that company," observed Paul Williams, CEO of Expediter Services. "Now that he is back, I suspect that history will prove that a bet on Mike will be a good bet. Not only is Mike buying capacity, but he is also buying demand. This has to be good for drivers and owner-operators."

The effort that Welch and his team are launching to expand the service capabilities of PTL is a great example of his positive impact on new opportunities becoming available for owner-operators. Recently, Welch and Magnate Worldwide entered into an agreement with Expediter Services, the largest provider of capacity to the trucking industry's expedited sector, to assist in bringing owner-operator teams into the PTL fleet.

"I've had the opportunity to work with Paul and his team at Expediter Services for years. Their entire system, with the educational piece in helping owner-operators understand how to make money, is truly innovative," said Welch. "We believe that Expediter Services' ability to develop owner-operator teams and the capacity that ES provides will be a big boost for us at Premium. We have a significant need for teams right now as we are growing our opportunities at Premium, and Expediter Services has a great reputation in this industry."

"Mike has indicated to us that he intends

to build a team operation of superior contractors. This means that professional drivers will have the opportunity to rise to the top," noted Williams. "It also means that it is a great opportunity for our Path To Ownership program, because teams coming to Expediter Services for the opportunity to become owner-operators are easily qualified for financing purposes."

Expediter Services, through its Path To Ownership (PTO) program, has established a decade-long track record of success in bringing new teams into the industry. The PTO program offers professional drivers ready access to financing at highly competitive rates within a system that considers work history along with credit history. Additionally, the PTO program provides owner-operators in the Expediter Services network with access to a broad range of new and late-model equipment choices, discounts on fuel, affordable insurance coverage and an industry-leading business support platform designed specifically for OTR drivers.

"We believe that working with Expediter Services will benefit our customers and offer great opportunities for owner-operators," said Welch. "We look at our owner-operators just like we look at our shippers. Owner-operators are our direct customers. We see some great opportunities in the expedited market. We are looking forward to going out into certain regions of the country that can garner higher rates and selling our expedited services, making it profitable for owner-operators working with us."

"We have a huge opportunity at Premium to grow our fleet with qualified teams," Welch added. "We are looking for professionals who want to understand the business and who want to run. I would encourage anyone who has a desire to get into trucking as a professional operator to contact Expediter Services toll-free at 877-349-9303. Expediter Services can help get you started on a solid path in the industry and ES can connect you with our team at Premium. It's a winning combination. I hope you'll join us!"



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3 Reasons YOU SHOULD ATTEND expedite expo 17

By Sean M. Lyden, Staff Writer



Perhaps you're a driver seeking tips on how to boost your income. Or, you're an owner-operator looking to take your business to the next level. Or, you're a fleet owner wanting to expand your knowledge—and driver contacts—to grow your fleet.

Whatever your role and goal is on the expedited trucking journey, Expedite Expo 2017 has something to offer to help you put your career in high gear.

Launched in 2001, Expedite Expo is the only trade show in the world geared exclusively to the expediting trucking industry. And today, the Expo—which runs July 14 and 15 at the Lexington Center in Lexington, Ky.—is the place where attendees across North America come to learn about the newest trucks, career and business opportunities and products geared specifically to drivers, owner-operators, and fleet owners in expedited trucking.

The investment? Only your time. Registration is free – and so is truck parking.

But your time is valuable. So, why should you register to attend Expedite Expo—and expect a high return on your two-day investment? Here are three reasons.

#1. LEARN

As a Chinese proverb puts it best: “To know the road ahead, ask those coming back.”

Expedite Expo gives you a chance to “ask those coming back”—to learn from successful expeditors who are or have been where you want to go in the business.

Take advantage of educational workshops that are tailored to your role on the expedite journey and led by industry experts who “know the road ahead.” So, whether you're a driver, owner-operator, fleet owner, or just exploring whether the expedite life is right for you, there are workshops designed specifically for you at Expedite Expo.

The Expo workshops are scheduled for the morning each day - from 8 a.m. to 11 a.m. Friday, July 14, and from 8 a.m. to 10 a.m. Saturday, July 15 - before the show floor opens.

“We believe that dedicating time for educational workshops each morning of the Expo helps ensure that our attendees get the most value out of their time investment,” says Lawrence McCord, Chief Executive Officer of On Time Media, the producers of

Expedite Expo. “Our objective is to create a professional growth environment where attendees invest two days out of the year to build a lifetime of success.”

#2. NETWORK

You've probably heard the saying, “We become the combined average of the five people we hang around the most.”

The lesson is clear: If you want to take your career to the next level, surround yourself with people who can help push you to work harder, smarter, and faster. And in the expedited trucking business, Expedite Expo is one of the best places to find and meet those people—all under one roof.

Besides informal networking at the various events at the Expo, you can also sign up on-site for more structured networking “roundtables,” where you sit with your peers and discuss topics that will help you to be more successful, such as how to keep track of receipts, how to keep better logs on the ELD, how to eat and stay healthy on the road, or whatever topic is most pressing for you.

Also, there will be numerous opportunities for you to meet and talk with carriers and fleet owners who are looking to sign on trucking professionals like you—and help put you on the road to expedited trucking success.

“Our industry is changing,” says McCord. “In fact, we are seeing seismic changes in the way expedite fleets are growing. Learn about changes like these by networking with people in the business at the Expedite Expo so you don't get left behind.”

#3. DISCOVER

It can be intimidating trying to research and keep up with the latest developments on trucks, equipment, new software, and important service offerings that impact your business and career—especially when you're spending so much time out on the road.

That's why Expedite Expo brings those products and services to you all in one place—to save you time. It's a forum where you can discover what's available and then focus your time and energy talking with vendors who best meet your needs at that moment.

If you're a driver or owner-operator, the Expo gives you a forum to discover the expedite jobs that best fit your lifestyle and financial goals. The trucking companies at the Expo have over 500 job positions available and are looking for vans, straight trucks and tractors.

And if you're a fleet owner, the Expo offers you a place to discover and connect with good qualified drivers who can help expand your fleet.

THE BOTTOM LINE

“We know your time is valuable,” says McCord. “That's why it's so important to us to make sure your time spent at the Expo is meaningful and beneficial. From the select exhibitors, networking opportunities and quality workshops, we believe we can help every driver, owner-operator and fleet owner walk away with something to help them be successful in expedite trucking.”

To learn more and register, visit www.expediteexpo.com







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EXHIBITOR PREVIEW

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