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EXPEDITE NOW MAGAZINE

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The Road to Fleet Owner:

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OMADA
WORLDWIDE EXPEDITE INC

Former driver, and current CEO of Omada Worldwide Bryan Hadley shared with us stories of his time on the road as well as the mission of Omada Worldwide. READ ON PAGE 6

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Q&A OMADA WORLDWIDE EXPEDITE INC.

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Feature



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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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OMADA

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Former driver, and current CEO of Omada Worldwide Bryan Hadley shared with us stories of his time on the road as well as the mission of Omada Worldwide.

TELL US A LITTLE ABOUT YOURSELF, BRYAN!

I am a family man with a lovely wife, 3 beautiful daughters, and two dogs. I enjoy spending quality time with my wife and girls watching movies, playing games, and going to the water park with my daughters. I enjoy working out at the gym and on occasion splurging on Ben and Jerry's ice cream. My wife and I are the owners of Omada Worldwide Expedite which we started in 2006 with a vision of bringing together great people who understood the demands of the market and the challenges of manufacturers to deliver not only products and materials, but a brand experience.

WHAT'S YOUR FAVORITE KIND OF MUSIC RIGHT?

My choice of music is always dependant upon my mood. If I am training at the

gym I enjoy very fast paced music or if I need to relax and get some peace "instrumental worship" music always does the trick.

HOW LONG HAS OMADA WORLDWIDE BEEN IN BUSINESS AND WHAT TYPES OF VEHICLES ARE YOU RUNNING?

OMADA Worldwide launched in 2006. Our fleet consists of Straight Trucks, Sprinter vans, and Cargo vans however we currently run our Tractor Trailer freight thru our brokerage. We are currently looking to build out our fleet with tractor trailers in the very near future.

HOW DID YOU PERSONALLY GET INTO THIS INDUSTRY?

I started off in 1999 running a route with my father and that was the first introduction I had to the industry.

CONTINUED ON PAGE 8
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Later on my father and I obtained an account that couriered freight around the world. We had our couriers flying critical parts all over the globe to countries like Singapore, Malaysia, Philippines, China and many other nations. This was a pinnacle point for our business, that helped launch me into other areas of shipping.

WHAT IS ONE MAJOR CHANGE YOU HAVE WITNESSED IN THE EXPEDITE INDUSTRY OVER THE YEARS?

The advancement of Technology. For Example the utilization of "macropoint" has allowed our company to track drivers thru our brokerage just like our own fleet is tracked. This technology has opened up new business for Omada Worldwide.

IF YOU WERE TO GIVE A NEW DRIVER IN 2017 A VALUABLE PIECE OF ADVICE, WHAT WOULD IT BE?

My advice to drivers is be a team player. When I was a driver in the industry I learned quickly to take both the good and the bad shipments. I would not turn down very many shipments. This gave me favor with the dispatchers because they could rely on me to cover their difficult shipments and in turn they would give me the priceless shipments!! \$\$\$\$\$\$

WHAT IS SOMETHING YOU FEEL SETS OMADA WORLDWIDE APART AS A SUCCESSFUL MOTOR CARRIER?

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IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE WITH OUR READERS?

One of my favorite quotes that John Osteen would say: "Great is to dream the dream, when you stand in youth by the starry stream. But a greater thing is to fight life through, and say at the end that the dream is true." **EN**

WANT TO KNOW MORE?

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Recap: A SHOW THAT REFLECTS A CHANGING INDUSTRY

By Sean M. Lyden,
Staff Writer



This was the 17th year for Expedite Expo—the only industry event focused exclusively on the expedited trucking sector—which was held on July 14 & 15 at the Lexington Center in Lexington, Ky.



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Even after 17 years, Expedite Expo 2017 was marked by several firsts in the show's history including a new format, new role-specific workshops, and a new industry award—that were all well received by attendees and exhibitors.

And while attendance by owner-operators and drivers grew from 2016, the fastest-growing segment among this year's attendees was fleet owners who own anywhere from two to over 30 trucks.

"The show's attendance reflects a trend that's occurring within our industry as a whole—that is, the fast and furious growth of fleet owners," says Lawrence McCord, chief executive officer of On Time Media (the producers of Expedite Expo). "For the past five years, fleet owners are the fastest growing group at our Expo. And this year, we had the most fleet owners register in all our history. The Expedite Expo is growing;

the growth just looks different to what we've seen in the past."

To accommodate for the growth of fleet owners and other changes occurring in the industry, the Expo has adapted, which is reflected in some of these highlights from Expedite Expo 2017.

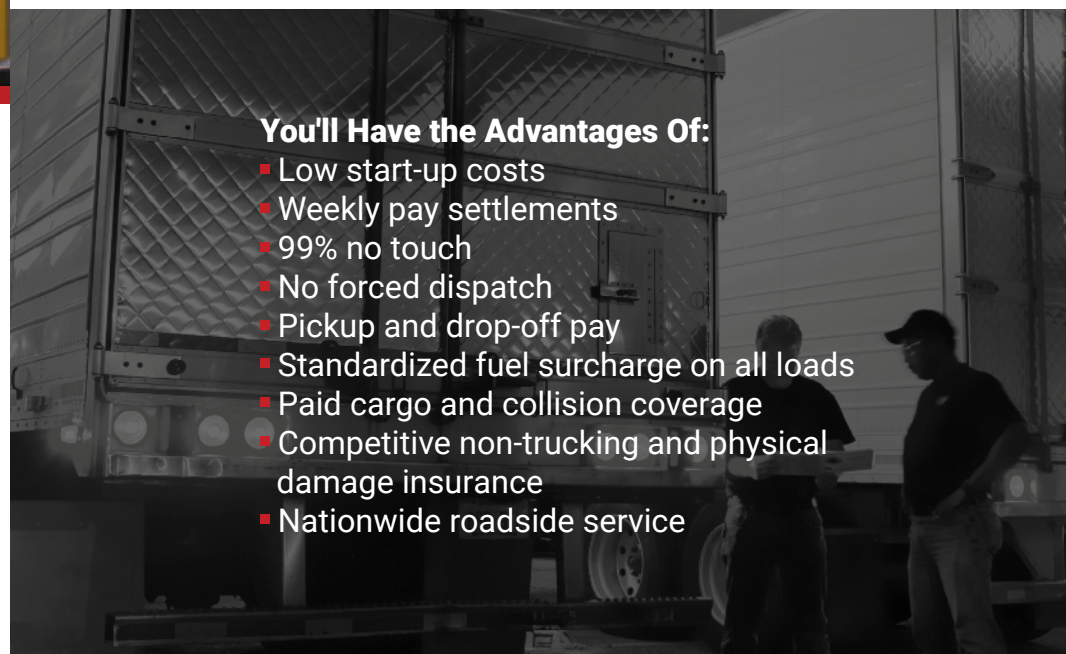
NEW SHOW FORMAT

At previous Expos, the educational sessions would begin at the same time the show floor opened. But the challenge was that many attendees would head straight to the exhibit hall and not realize that there were professional workshops available to help them get the most value out of their attendance.

So, the Expo's new format was created to offer attendees dedicated education and networking time for each morning—8 a.m. to 11 a.m. on July 14 and 8 a.m. to 10 a.m. on July 15—before the show floor opened. This

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Pictorial Review



▲ 2017 was our second year to hold the Expo at the Lexington Convention Center in downtown Lexington, KY. Everyone loves the new location and there is so much in the area to experience after the show floor closes for the day!



◀ EsparParts.com / Espar of Michigan gave away a \$500 cash prize to one lucky EO forum member!

Robert Burton ► took home our very first "Expediter of the Year" award. Robert was nominated by his wife Christy, who says "Robert is always looking for opportunities to help other people, whether they're drivers or just someone who needs help with groceries".



▼ ExpeditorsOnline.com presented Terry O'Connell with a Lifetime Service Award thanking him for decades of dedicated service that has helped shape the expedited trucking industry.



▼ Both new and long-time exhibitors enjoyed the new show format. Separating workshop and show floor times made communicating with exhibitors and industry professionals much easier.



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way, attendees could focus their time on taking advantage of the full slate of educational workshops, without being distracted by other events happening at the show.

The new format also featured "networking roundtables" for both days, where attendees could sign up to sit at a table to meet other expeditors and join an hour-long group discussion that was facilitated by an industry veteran on a specific topic. These roundtables offered interesting insights into what challenges were most pressing for attendees, as the highest attended discussions were on topics such as "Ideas of how to network to better your business," "Ideas for how to keep track of receipts," and "Gotchas—it's the little things that get you."

ROLE-SPECIFIC EDUCATION

Expedite Expo's new education schedule was tailored to accommodate specific roles in expedited trucking—whether you're a driver, owner-operator, or fleet owner.

For drivers, there were workshops on topics, such as "The ABC's of Expedite Driving" and "7 Guaranteed Ways to Make More Money in Expediting," offering real-world tips, advice, and best practices on how to build a long-term, successful career in expedited trucking.

For owner-operators, workshops included "Used vs. New Truck Purchase—Which is Best for You?" and "Risks and Rewards of Hauling D.O.D (Department of Defense) Freight," providing attendees with fresh ideas and proven strategies for how to increase revenue opportunities and make smarter equipment purchasing decisions.

And fleet owners attended sessions led by other successful fleet owners to learn about topics—such as "Payroll and How It Affects Driver Retention" and "Employee vs. Independent Contractor Drivers for Fleet Owners"—that directly impact their

business operations and bottom line.

WOMEN IN TRUCKING PANEL

The second day of the Expo featured a panel discussion lead by Ellen Voie, president and chief executive officer of Women in Trucking, a national organization that encourages the employment of women in the trucking industry. Voie brought together a panel of three successful women expeditors who shared their personal stories and insights on the unique challenges and opportunities for women in expedited trucking today.

A key piece of advice from one of the panelists, Sandy Goche, an owner-operator with V3 Transportation, for women considering the expedite life: "Check out all your options. I would recommend starting out as a driver with a fleet owner first—to see if you really want to do [expediting]. That's because expediting is not a normal job; it's a whole change of lifestyle."

EXHIBITS

Imagine if you could have just about every resource you would need to help you succeed in expediting—all under one roof. That describes the Expo's exhibit hall in a nutshell.

Attendees got to see—and touch—the latest trucks and custom sleepers, with opportunities to get their questions answered by experts from Expediter Services, Stoops Specialty Trucks, Fyda Freightliner, Premier Truck Group of Knoxville, Buckeye Western Star, and Bolt Custom Trucks.

The exhibit hall also enabled prospective owner-operators to meet directly with recruiters from a wide range of carriers—including Load One, FedEx Custom Critical, Panther, Landstar, Premium Transportation

CONTINUED ON PAGE 22
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Logistics, V3 Transportation, Try Hours, among several others—to find the best fit for their business and lifestyle goals.

And attendees who weren't ready to buy their own truck but still wanted to learn more about the business were able to meet with fleet owners who were looking to hire good, dependable drivers to operate their trucks.

CIS CASINO NIGHT: OVER \$7,000 IN PRIZES

But the Expo wasn't all business; there were plenty of opportunities to kick back and have fun, as well. For example, on the first night of the Expo, there was Casino Night, sponsored by CIS, where over 350 owner-operators, fleet owners, drivers, motor carriers, and vendors tried their hand at Blackjack, Roulette, Craps and Texas Hold'Em—all on the house. This event offered a real casino experience, without the financial risk but with a whole lot of upside.

And the upside was over \$7,000 in prizes, donated by nearly 40 companies. Some of the grand prizes included a laptop computer (from The Transportation Station), large screen TV (from Premier Truck Group of Knoxville), dash cams (from Landstar Transportation), and \$500 gift cards (from FedEx Custom Critical).

EXPEDITER OF THE YEAR AWARD

This year's Expo also introduced a new industry award: the first-ever Expediter of the Year award, which was presented to Robert Burton, an owner-operator with his wife Christy, with V3 Transportation. Burton was selected among a strong field of finalists that included Bob and Linda Caffee with Landstar and Edward Estes with Bolt Express. The finalists and winner

were chosen by three independent judges from Women in Trucking Association, CIS insurance and National Truckin' Magazine.

The Expediter of the Year award recognizes hardworking, professional and safety-conscious expediters who strive to make the expedite industry better and are deeply involved in serving and making a positive impact on their community.

And that appears to be a fitting description for Burton when you consider his first act as Expediter of the Year: donating the accompanying \$500 prize to St. Christopher Truckers Relief Fund, a charity that helps drivers whose medical problems have led to financial hardship.

SAVE THE DATE FOR EXPEDITE EXPO 2018!

So, when will Expo be next year? Mark your calendar for July 20 and 21, 2018, at the Lexington Center in Lexington, Ky. As always, registration and truck parking will be free; your only investment will be your time. **EN**



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The Road to Fleet Owner: **MAKING THE TRANSITION**

By Sean M. Lyden,
Staff Writer



The

challenge is that your income depends on you driving the truck.

If you don't run it, you don't get paid. That's why a growing number of entrepreneurial-minded owner-operators are becoming fleet owners, where they own multiple trucks that earn income for them, whether they're driving, sleeping or playing.

The idea is that the more trucks you own and keep on the road, the greater your income potential. And you're building a business asset that grows in value and paves the road to a more lucrative retirement.

But with the bigger potential reward also comes greater risk with fleet ownership. You're taking on more debt to finance more vehicles, competing to recruit and keep good drivers, and becoming more vulnerable to market slowdowns.

So, what's involved with making a

successful transition from owner-operator to fleet owner? What is the fleet owner life really like?

Expedite Now recently caught up with Tony Freeland who became an expedite owner-operator in 2003 and then, about a year later, purchased his second truck to become a fleet owner. Today, Freeland is owner and general manager at JAS Expedited Trucking LLC (www.jasnw.com), based in Imlay City, Mich., with a total of 25 trucks in his fleet—23 straight trucks and two tractor trailers.

Here's his story to give you insight into what it takes to become a fleet owner and build a successful business for the long haul.

INTRODUCTION TO EXPEDITING

Operating big trucks was nothing new for Freeland when he got his start in expedited

CONTINUED ON PAGE 34
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trucking in 1991. An army veteran of eight years, Freeland drove "deuce and a half" and five-ton military cargo and personnel transport trucks.

But when he left the army in 1990, the U.S. economy was mired in a recession and the job market was tight. That's when he found a job driving a wrecker truck. "It wasn't bad money but a couple months later they started changing things up with our pay," says Freeland.

So, when he saw an ad in the newspaper for a driver job with BT Express, a small expediting company in Flint, Mich., he applied and got the job.

"[BT Express] was just a small little mom and pop shop, actually a lot smaller than what my company is today," Freeland recalls. "I think they only had six or seven trucks, but they had a pretty good contract with Buick City in Flint."

But when BT Express lost its contract with its biggest customer Buick, he needed to make a change and left after about a year and a half with the company. This launched Freeland's 10-year journey as a contract driver for expedite fleet owners.

DRIVING FOR FLEET OWNERS

When comes to learning what it takes to succeed as a fleet owner, Freeland learned a lot of lessons of what NOT to do, as he bounced from owner to owner.

What was one of his worst experiences? "I was working for an owner out of Trenton, Mich., running team with my brother at the time," Freeland recalls. "When we got up to Nova Scotia, the truck broke down at the dock before we could get it on the boat to go across the waterway to the island. We contacted the carrier and the owner and

wound up getting a Ryder truck, taking it on the boat, delivering the load, and making it back across [to the mainland] a couple days later."

THE CUSTOMER WAS HAPPY, BUT NOT THE FLEET OWNER.

"When we finally got back into the States where we could call the fleet owner, he was fuming mad at the cost to fix the truck," says Freeland. "He says that since we were driving the truck at that time, we were going to pay the entire bill, so we wouldn't get paid for this run—and that was a good paying run!"

But the trucking carrier the owner was leased to stepped in to ensure Freeland and his brother got paid. "The carrier called the owner and said, 'You need to pay the drivers. Otherwise, we'll pull the truck, and we'll pay the drivers ourselves, and you won't get paid on the load.'"

But even though experiences like these made it challenging for Freeland, he was able to use those years as a contract driver to really learn the expedited trucking business and position himself for success as he prepared to take the plunge and start his own business.

ROAD TO FLEET OWNER

After about a decade driving for fleet owners, Freeland stepped out on his own and bought his first straight truck in November 2003.

For the first six months or so, he ran solo. "Back then you could run solo; it wasn't an issue. You could still make really good money running solo," says Freeland.

CONTINUED ON PAGE 36
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But then he started running teams, which set the stage for Freeland to become a fleet owner.

"I wasn't much on running teams, but when I bought my second truck is when I said, 'You know what? I got to start running team,'" Freeland recalls. "So, over the next four years I probably had seven to eight co-drivers over that period. I'd run with somebody for three or four months, and then I'd put them into a truck of their own with another co-driver."

Freeland bought the second truck—and officially became a fleet owner—in the summer of 2004.

"At that time, I met an older couple out on the road," says Freeland. "I can't remember exactly, but I probably met them at the truck stop and kept in contact with them over the time. I believe his wife had to come off the road for health reasons. He was still running, and I ran into him at a delivery during that summer. He was talking about coming off the road, but he wasn't sure what to do with the truck and asked me if I was interested in it."

Freeland was apprehensive at first. "I tell him, 'Well, I got the one truck, and I can't afford to go ahead and buy another truck right now.' But he says, 'I'll make you such easy payments that you can afford it. I'd rather sell it to somebody who I know could use it, put some drivers to work, and can manage it.'"

It was a deal Freeland couldn't refuse. "I wound up putting a solo driver in that truck and started figuring out that maybe I could build me up a few trucks here and get to the point where I can put some friends and people that I know to work, and they're not going to get screwed over by other owners," says Freeland.

He then discovered how running teams could generate much more income than solo drivers.

"I started figuring out, 'You know what? I need to get off this solo kick and start running team, because that's where the money is. I'm running two trucks solo. But if I run teams, that's like running four trucks solo,'" says Freeland.

FLEET OWNER ADVICE

Thirteen years later, Freeland has expanded his fleet to 25 trucks and has also built an in-house maintenance facility to ensure those trucks stay in top shape. So, what advice does he have to give to other expeditors who are interested in becoming fleet owners?

#1. Pay attention to your numbers.

Realize that when you purchase a truck for someone else to drive, the operational costs are going to be higher than when you're driving the truck as an owner-operator.

"When you're the operator, you're taking care of that truck like it's your baby. You're checking those air pressures every day, so you're getting the most miles out of a set of tires that you can," says Freeland. "But a driver doesn't do that. A driver doesn't care how many miles you're getting out of a set of tires. When he needs a tire, he's calling the boss—you. And you can expect that your maintenance cost will go up by 10 to 15 percent of what you're currently spending on your own truck."

#2. Don't be surprised if you have to miss a few paychecks.

"For a few years after I became a fleet owner, there were several times I couldn't pay myself," says Freeland. "As the owner



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THE ROAD TO FLEET OWNER CONTINUED FROM PAGE 36

of the company, I'm the last guy to get paid. I don't get a paycheck if there isn't money there. I'm not taking money out of my drivers' pockets or out of the pockets of any of my employees in the office. And I'm not skipping a truck payment. So, I've missed a lot of payments to myself along the way."

But the past five years have been a lot better for Freeland when it comes to his own paychecks. "I got a paycheck at the beginning of January 2012, and my wife says, 'What's this? We've got money in the account.' 'Yeah, we got paid,' I reply. She says, 'What do you mean we got paid? We never get paid the first week of January.' I tell her, 'We're doing good, baby.'"

#3. Pay your drivers on time.

This one is personal for Freeland, who dealt with more than a few fleet owners who failed to pay him on time.

As Freeland puts it, "I don't want to hear an excuse that, 'My furnace went out, and I can't pay you this week.' Or, 'The truck broke down or the truck needs an oil change so I can't pay you right now. I'll catch you next week.' I don't know how many owners out there owe me money from the decade I worked for them."

THE BOTTOM LINE

But if there's one factor that Freeland says is the most important to his success, it's hiring the right people for the job. "I didn't get where I am at because I'm a great mechanic; I hired great people for that job. I didn't get here by being a great bookkeeper; I hired a great person to manage our books. I have certain people in key positions that have gotten me to where I am today." **EN**

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CARRIER SPOTLIGHT

Load One
Transportation & Logistics

By Scott Loftis, Contributing Writer

When

Load One chief executive officer John Elliott says the Michigan-based company has seen steady growth over the years he's not kidding.

Load One has grown to become the third-largest carrier in the expedite trucking industry, and the largest that is privately held.

That has been accomplished by placing a premium on customer service and driver retention.

"We have a great pay plan," Elliott said. "We have the best driver rewards program in the industry. We reward drivers for doing things that they would be doing anyway."

All that shows in Load One's low turnover. "We have one of the highest retention rates in the industry," Elliott said.

Another area where Load One strives to stand out is in its use of technology —

another benefit to its drivers and owner-operators.

"I think we have some of the best technology in the industry," Elliott said. "We've made some big investments in technology. We have a lot more technology that we'll be announcing soon."

Load One, which operates nationwide, is actively recruiting single and team drivers and owner-operators, especially for straight trucks.

CONTACT LOAD ONE

Drivers and owner-operators who are interested in Load One can visit Load1.com for more information, but Elliott recommends calling **1-800-506-4422**.

"That way they can have an honest conversation with a recruiter and see if we are a good fit for them and vice versa. Not every driver is the right fit for our company, and we're not the right fit for every driver, but it's worth having a conversation." **EN**



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