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Great trucking companies
who want to hire you!

Directory on page 39



Industry News

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that's relevant to your life
on the road!

EXPEDITE NOW MAGAZINE

Volume 15
Issue 3

expedite expo18

PAGE 6

PREVIEW!

Who will be there, why YOU should attend, and how
it can help you DRIVE YOUR SUCCESS!

JULY 20 & 21

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WHAT'S YOUR EMERGENCY PLAN?

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Featured in 15.3



6 Mapping Your Road to Success: What to Expect at Expedite Expo 2018

9 **Business**
Expedite Expo 2018 Exhibitor Preview!

37 **Classifieds**
Jobs, Drivers, Trucks, and More!

39 **Trucking Jobs!**
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Industry



28 What's Your Emergency Plan?

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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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Mapping Your Road to Success: **WHAT TO EXPECT AT EXPEDITE EXPO 2018**



By Sean M. Lyden,
Staff Writer

**EXPEDITE
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FEATURE

"Launched in 2001, Expedite Expo is the only trade show in the world geared exclusively to the expediting trucking industry."

"An investment in knowledge pays the best interest."

This quote by Benjamin Franklin captures the essence of what you can expect by attending Expedite Expo 2018. That's because a two-day investment at the Expo will pay dividends in terms of expanding your industry knowledge and network to help you grow your business—whether you're a driver, owner-operator, or fleet owner.

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 20 and 21 at the Lexington Center in Lexington, Ky.—has grown to attract attendees across North America, where

they come to learn about the newest trucks, career and business opportunities, and products.

THE INVESTMENT? ONLY YOUR TIME. REGISTRATION IS FREE - AND SO IS TRUCK PARKING.

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

1. EXPAND YOUR BUSINESS KNOWLEDGE.

Take advantage of educational workshops that are tailored to your role on the expedite journey and led by industry

CONTINUED ON PAGE 8

The Keys to Success



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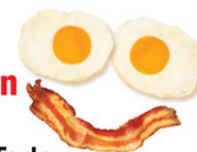
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experts and peers who know how to succeed in this business. So, whether you're a driver, owner-operator, fleet owner, or just exploring whether the expedite life is right for you, there are workshops designed specifically for you.

The Expo workshops are scheduled for the morning each day - from 8am to 11am Friday, July 20 and Saturday, July 21 - before the show floor opens. Some of the topics include:

- How to Prepare Your Finances to Buy a New Truck
- Practical Solutions to Improve Your Business
- Fleet Ownership: Getting Started
- Tips from Successful Van Drivers
- Behind the Scenes with Successful Team Drivers
- How to Outfit Your Van
- Fleet Ownership: A Guide to a Rewarding Future
- How to Find Success in Trucking
- Straight Talk from Recruiters on Getting into the Industry
- Women in Trucking

2. LEARN FROM PEERS.

If you want to take your career to the next level, then surround yourself with people who can help push you to work harder, smarter, and faster. And in the expedited trucking business, Expedite Expo is the

only venue where you can 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 in your business.

3. FIND BUSINESS OPPORTUNITIES.

Interested in getting into the expedited trucking business but don't know where to begin? Meet fleet owners and trucking carriers who could help you get your start. 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.

4. RECRUIT DRIVERS.

One of the biggest challenges for fleet owners is finding good drivers. If you're a fleet owner, Expo gives you an opportunity to meet new prospective drivers who can help you grow your fleet.

5. GAIN INDUSTRY INSIGHTS.

The industry is changing so fast. How do you keep up with the latest trends so you can take advantage of the new trends and not get blindsided by them?

On Saturday, July 21, at 10:00am there will be a session titled "Industry Outlook: The Future of Expedited Trucking" that brings together a panel of experts who have their finger on the pulse of the industry, including John Elliott (Load One), Stu Sutton (Full Circle TMS), and Ellen Voie (Women in Trucking).

CONTINUED ON PAGE 22

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Exhibitor Preview

JUST A FEW OF EXPEDITING'S TOP COMPANIES YOU CAN EXPECT TO SEE AT EXPEDITE EXPO 2018!

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Drivers, Owner-Operators,
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When?

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Where?

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Ellen Voie - President & CEO, Women In Trucking Association

Nick Burch - Director of Recruiting, Panther Premium Logistics, a Service of ArcBest

Ryan Gilliam - Vice President of Recruiting, Forward Air

Leah Shaver - Chief Operating Officer, National Transportation Institute

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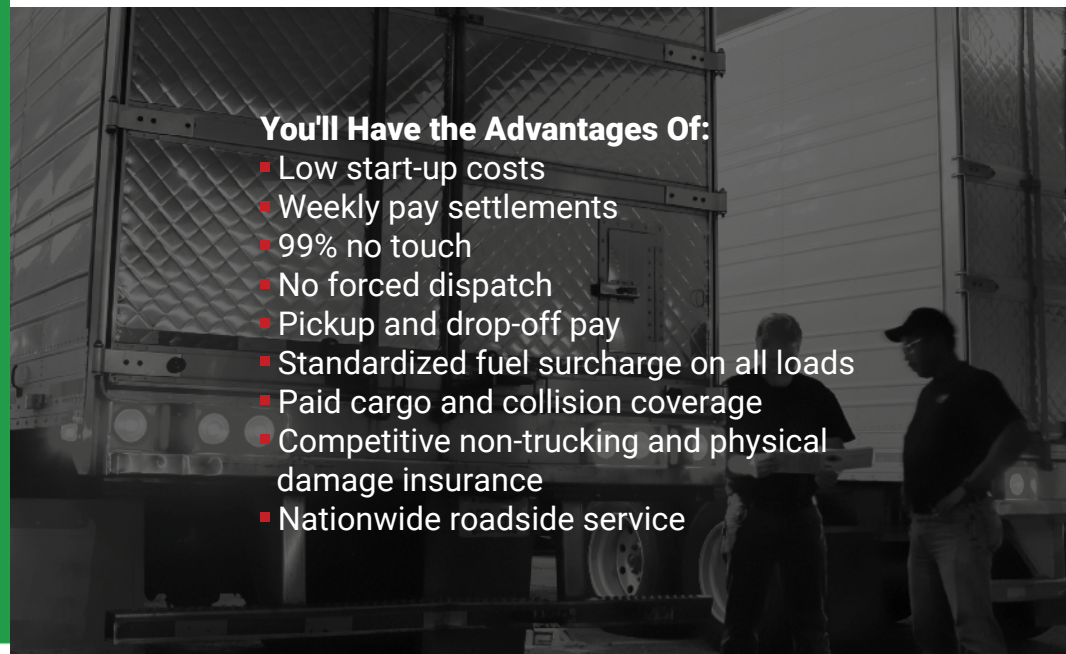
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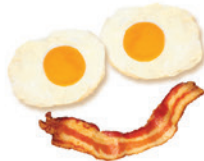
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6. DISCOVER NEW PRODUCTS AND SERVICES.

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.

7. GET INSPIRED TO BECOME THE NEXT "EXPEDITER OF THE YEAR."

The purpose of the Expediter of the Year award is to recognize those hard-working, professional and safety-conscious expeditors on the road today who strive to make the expedite industry better and are deeply involved in serving and making a positive impact on their community.

The top finalist will receive \$500 cash for travel, one-night hotel accommodations provided by ExpeditorsOnline.com, and the Expediter of the Year plaque. The Top 3 finalists (to be announced soon) and their carriers will be honored at our closing

announcements on the show floor at the Expo on July 21.

Last year's "Expediter of the Year" was Robert Burton, an owner-operator leased to V3 Transportation, who was nominated for the award by his wife and co-owner Christy.

Meet this year's finalists and the winner to be inspired by their experiences on what it takes to become "Expediter of the Year."

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Your time is valuable. That's why the Expo has been designed to help you maximize the return on your time investment. So, whether you're a driver, owner-operator, or fleet owner, you can expect to come away with something—new insights, relationships, ideas—to help put you on a smoother road to success in 2018.

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What's Your Emergency Plan?

**EXPEDITE
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MAGAZINE

By Sean M. Lyden,
Staff Writer

INDUSTRY

"When there's an emergency, what's your next move?"

**DISASTER
PLAN**

1.

A family member passes away unexpectedly. Your partner gets sick or injured. Your truck breaks down. When there's an emergency, what's your next move?

The time to think about that is now—before something happens. That's because when you're in the moment, you're emotionally distraught, unable to think clearly and act decisively.

What should you think about as you put together your emergency plan—to minimize the impact that crisis could have on your business? Here are three tips.

1. BUILD AN EMERGENCY FUND

When Murphy's Law hits and you need to store your truck and purchase a plane ticket to get back home, do you have enough money in reserves to cover those costs and keep your business afloat while

you're off the road?

"Anything could happen, and you have to always have enough money to get you home, even if you have a credit card you never use except for emergencies," says Linda Caffee, a veteran expedite owner-operator with her husband Bob.

What is a rule of thumb for how much an owner-operator should put towards an emergency fund?

"I want, at a minimum, to get my fingers on at least \$10,000 right now," says Linda. "In terms of industry standards, you should save—for a new truck—five to six cents per mile for maintenance and another four to six cents a mile for emergencies. And you should keep building that up till you get to \$10,000 or even \$20,000. After all, if you blew an engine, you would need \$25,000."

Says Bob, "And if you don't have \$25,000 in the bank sitting there waiting for that engine to blow, you're just waiting for your business to fail. Not that engines

CONTINUED ON PAGE 30
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blow every day but it does happen, and sometimes it's something small— you know, you run over a rock in the road and it pokes a hole in your oil pan—and you lose the engine. Now you're out \$25,000."

2. PUT "IF-THEN" PLANS IN PLACE

In a typical workplace, when you have a fire, there's a plan in place to help make the evacuation process go as smoothly and safely as possible. In other words, "if" there is a fire, "then" here's how we'll respond to minimize panic and save as many lives as possible.

That's how an "if-then" plan works. You think through potential emergencies you might encounter while out on the road and determine how you could respond most effectively so that you can keep a clear head and minimize the impact on your business.

For example, in an emergency that requires you to fly home ASAP, where do you put the truck?

One strategy the Caffees have considered is to take the truck to a nearby Freightliner shop to get work done while they deal with the emergency.

"I know a lot of people plan their vacations around their truck maintenance schedule because they don't have a place to park their truck at home," says Bob. "So they take their truck to the shop to get some work done, and tell them, 'We'll be back in ten days.'"

The carrier can also help, says Linda. "Talk to your carrier to see if they have any thoughts about where you can put your truck in that area."

Another idea, says Bob, is to find an outdoor storage area that you can rent a spot for a time.

If one of you gets sick or injured on the road, how should you respond?

"If your partner becomes sick, the other one has to be prepared to find the nearest emergency room hospital and take care of the situation," says Linda. "That's just one area where you both have to be really strong and not lean on the other one too much. And you have to stay calm because if somebody falls off the dock and an ambulance has to come get him, the other person must stay calm enough to get the truck out of harm's way and take care of the business. The business side doesn't quit for an emergency, and you have to think about—if you're loaded especially—that you're responsible for that load. You can't just walk off and leave it. So, you'll need to plan how you would handle that."

3. KNOW WHEN TO SAY WHEN

You might have the time to keep going before you need to get back home for a funeral or another emergency, but are you in the right frame of mind to drive safely?

"I know when my dad passed away we almost missed the funeral trying to get home to it. But if it was a child, I think that would just turn our world so upside down that I don't think I would be in any condition to drive," says Linda. "In a worst-case scenario like this, I think calling your carrier and exploring the possibility of someone coming and getting your truck is something I have heard of happening with some carriers."

THE BOTTOM LINE

Stuff happens. And when it does, are you ready? **EN**



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