



Diamond Transportation System, Inc.

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Second Quarter 2005

The Diamond Dust

ACI PROGRAM LOOKS LIKE A SUCCESS

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After only six months, it looks like the Annual Contractor Incentive program is going to be a huge success.

The program replacing our former Meet the Challenge program is giving our owner operators a great chance to accumulate a year-end cash bonus.

From the first quarter of the program (Oct.-Dec. 04) to the program's second quarter (Jan.-Mar. 05) the number of owner operators who achieved the \$25,000 earnings goal more than doubled. The first quarter showed 13 owner operators achieving the goal and 30 achieved the goal in the second quarter.



The total bonuses earned increased from about \$3,500 to \$10,500 for a total of \$14,000. Our highest individual earner accumulated \$1564.64 toward his year-end bonus.

On another positive note, a combined 17 drivers came within \$2000 of making the bonus during the first two quarters. This means that if those drivers hauled just one more load per month, they would have achieved the bonus. This would total about \$5,500 additional bonus dollars accumulated in the first two quarters.

Freight is picking up, so work with your fleet manager to get that extra load and make the goal.

Personnel Moves Strengthen Operations

In an effort to improve the quality of our dispatch, Ryan Sheppard has moved over from Customer Service to Operations and will be replacing Mike Barrows, who is no longer with Diamond.

Ryan has expressed an interest in fleet management since the moment he began to get comfortable in our organization.

Many of our owner operators and customers have already dealt with Ryan from time to time, so this will hopefully ease the transition by not bringing in too

many new faces at once.

Diamond has also increased the number of customer service representatives from three to four. We re-arranged the areas of service by breaking up our west region, which Ryan had handled by himself.

The area including NM, TX, OK, AR and LA is now coordinated by Cindi Bohn. Cindi moves over from sales where she assisted on some of our major accounts. We feel the experience in dealing with

customers will make this move smooth.

The remaining western states, ND down to KS and west, is coordinated by Jesse Umbinetti. Jesse comes to us from the Great Lakes Navy Base where he compiles orders, travel tickets, medical and service records for departing recruits.

The experience of coordinating orders along with his enthusiasm gives Jesse a leg up on a successful career at Diamond.

All involved bring positives to the table and will help strengthen Diamond.

Owner Operators of Month - Elliott, Dake and Nelson

Congratulations to Jeff Elliott, David Dake and Phil Nelson who earned Diamond's Owner Operator of the Month awards in January, February and March, respectively.

Jeff Elliott joined Diamond in 2004, and this is the third time he has earned this honor. What a tribute to Jeff, who definitely has our respect as a professional driver and as a person. They say that behind every good man there is a great woman, and that must be Jeff's wife, Jackie, who accompanies him on the road.

David Dake has been part of the Diamond team since 2003. He has plenty of knowledge and experience in the

specialized freight industry which, not surprisingly, has been a huge plus for David as well as Diamond. David travels with his fun-loving wife, Patricia. They make their home in Rib Lake, Wisconsin.

Phil came on board with Diamond in December 2004 and has been doing an outstanding job for us ever since. Phil is a very self-motivated individual and is very dedicated to the profession as well as to Diamond. When Phil gets off the road, he likes to spend time fishing and hunting, and he's then the master chef at his own barbecues! Phil also enjoys spending time with the lights of his life, his granddaughters, Breanna and Dakota.



Elliott



Dake



Nelson

CUSTOMERS AND AGENTS

SHIPPER NEWS: Business Is Increasing, So Why Are Some Owner Operators Making It and Others Are Not?

There are times when we wonder where all the owner operators are. It becomes a nightmare when the customer is calling for loads and when looking for trucks to move the loads, we find that drivers are at home for up to 7 days.

During peak season, when the freight is moving, it is difficult to comprehend taking a week off. Planning is what our sales and your fleet manager are trying to do.

One of the keys to being a successful owner operator is making the most of your time. When we look at those drivers that are our top earners, we see many of the same drivers at the top all the time.

We also see that new owner operators

are many times exceeding some of our existing owner operators. The reason: They are out to make a good living and pay off their bills and they have their priorities in order.

This is the time of year when we have maximum hours for running oversize loads compared to the winter when we only had 8 to 9 hours of daylight. We can now beat curfews by using your running time properly by shutting down at dark outside of those cities that have curfews.

Getting started at daybreak will get you through traffic before curfews start. In the evening when curfews run from 4 to 6pm leave time to get through those cities either before or after curfew.

It is your judgment that will determine

your routes and timing. When hauling oversized loads you need to be running at the break of dawn and/or running until dusk. We have 11 hours to work and we have 14 to 15 daylight hours to run in now. Let's make the most of it.

It is our intention and goal that every owner operator is or becomes a successful businessman. We will do whatever we can to see that each of you attain that goal.

We will, in the next few months, be meeting with some of you that continue to lag behind for whatever reason and work with you to see what can be done to correct the situation.

Your work ethic is what will earn you the revenue you desire.

-Paul Martinson, President

Diamond Attends ConExpo—Con/Agg

Paul Martinson, Jon Coca and Rebecca Beck attended Con Expo 2005 in Las Vegas, NV. The show included more than 124,220 industry professionals from around the world. We visited with existing accounts and introduced our transportation services to many others.

This event enabled us to make the potential customer connections with hundreds of companies over a few days. We were also the selected transportation provider for some of the vendors at the show. We are currently following up with customers in an effort to add to our existing customer base.

The show covered 45 acres which is equivalent to more than 41 football fields or 29 soccer fields making it the largest trade show in North America.



Dancing JCB backhoes and Vegas skyline

TOP-FIVE AGENTS JANUARY—MARCH

1. Frank Lantrip
2. Dale White & Larry Meek
3. Darlene Hempel
4. Brenda Suttles
5. John Walker

Diamond congratulates our agents! Starting April 11, commissions will be processed on Thursdays. Commission invoices are now due by Tuesday.

THE DISPATCH PERSPECTIVE

PHONE FIRST!

As you may already know, it is now a requirement to call all shippers and consignees 24-hours in advance of arrival. The reason Diamond has made this mandatory is for a number of reasons.

The call to the shipper is made by our customer service department after the fleet manager has an estimated time of arrival from our owner operators. The first reason for this call is as a courtesy to give notice and to expect a truck for pickup.

The second reason for this call is for any specific loading instructions, requirements and directions into the facility.

The third reason for this call is to reduce the number of sur-



prises that can occur at a shipper and to make sure that there have been no changes to the load. We find out hours of operation, whether or not there are loading appointments and prevent any number of other issues that can arise.

The call to the consignee is made for all the same reasons as the first call. The only difference is that the fleet manager is to make this call.

Again the key to all of this is based on the reliability of our owner operators to communicate a firm ETA to their fleet manager and arrive on time. When operations has the ability to assure a shipper or consignee that a truck will arrive at a specific time, the chance for something to go wrong is drastically reduced. Call ahead and arrive on time!

-Jon Coca, Vice President—Operations

SAFETY & COMPLIANCE

DRIVE SAFE: Maintain Distance From You to Vehicle in Front

Diamond recently instituted a policy on following distance which calls for a six to eight second gap between you and the vehicle in front of you. Obviously six to eight seconds is a ballpark figure which can be adjusted depending on your speed, traffic conditions, etc.

Is this a tough policy to follow? For some, yes and for others it is just one component of their overall driving philosophy. The professional driver, who recognizes that driving two to three seconds off the car or truck in front of them is a recipe for disaster, is more likely to have a higher number of safe driving awards, an MVR that can be read in seconds—not minutes—and a general appreciation of the effort it takes to stay accident free.

What makes sticking to this policy even more important is that many drivers, both auto and truck, are not paying full attention to the road. Whether it be trying to read the paper,



Does this truck have enough time to stop?...Doubtful!

conversing with other passengers, putting on makeup, or the favorite pastime of almost everyone, talking on the cell phone; they are distracted enough that their reaction time in a critical stopping situation will be delayed, thus giving you even less time to react.

If you take several vehicles in front of you and apply this scenario, the reaction time you are afforded has been drastically reduced even if you are paying absolute attention. The only way to put the control back in your hands is to make sure that you are leaving that six to eight second gap.

It's not easy and as I mentioned earlier, these are ballpark numbers that will fluctuate based on circumstance, but one thing remains constant; you will find yourself in a very bad situation if you do not leave adequate spacing.

- Pat McLeod, Vice President—Administrative Services

News and Notes

CARGO DEDUCTIBLE INSURANCE—We want to maintain this policy and have the premium continue to be very competitive. To do this, we must all work very hard at avoiding cargo losses. If you carry your physical damage insurance through Diamond. 1. Any cargo damage related to tarping is not covered under this plan. 2. Pictures must be taken and included with any claim against this insurance. 3. Too many claims could jeopardize the entire program; therefore if you have more than 2 claims during the year, you will lose this coverage. Again, cargo claims are expensive for you and Diamond. Remember, always inspect it, secure it, check it.

ANNUAL RECORD—DOT regulations require an accurate and timely completion of the Annual Violation and Review Record. We send you this form each year in conjunction with your Diamond anniversary date. We are required to run your current MVR and compare information. It is important that any new information on your motor vehicle record match the information you put on your annual review record. In addition, you are required to send to Diamond a copy of any citation you receive (car or truck) within 30 days of receiving it.

ROADSIDE INSPECTIONS—Remember that you receive \$50 for every level 1,2 or 3 DOT inspection which has no defects or violations. Check your equipment and cash in.

Employee News & Anniversaries

Once again Diamond Transportation System, Inc. congratulates all of you who served another year with us. We also welcome our new employees and owner operators. 2005 is off to a good start and we look at all of you for continued contribution and effort in making the entire year a grand success.

Employee Anniversaries

- Paul Martinson—33 yrs. April
- Tony Sharpe—15 yrs. April
- Pete Petkus—12 yrs. April
- Kathy Kerl—19 yrs. May
- Judy Gregory—19 yrs. May
- Pat McLeod—14 yrs. May
- Diane Dahse—12 yrs. May
- Penny Wisely—4 yrs. June

Owner Operator Anniversaries

- Royce Brower—1 yr. April
- Gerry Christensen—7 yrs. April
- Rex Foreman—24 yrs. April
- Frank Harris—7 yrs. April
- Don Welker—6 yrs. April
- Ray Winker—1 yr. April
- David Boothe—2 yrs. May
- Harry Butzer—22 yrs. May
- Dean Cook—3 yrs. May
- Ron Cook—4 yrs. May
- Gus Widmer—4 yrs. May
- John Doyle III—15 yrs. June
- Jeff Elliott—1 yr. June
- Charlie Kanitz—1 yr. June
- Myron Mathison—1 yr. June
- Roderick Simons—1 yr. June

New Owner Operators

- Ray Casteel
- Dale Craig
- Wilbert Edwards
- Cliff Ellis
- Joe Garrett
- Gary Garris
- LeRoy Guy
- Ray Hampton
- Richard Ingram
- Don Losey
- Joe Melvin
- Robert Myers
- Van Williams

THE BACK PAGE

Last Word: Louisville Truck Show a Success

Diamond attended the Mid-American Truck Show, March 31 through April 2 in Louisville, KY.

The purpose of attending these trade shows is brand awareness and recruiting new owner operators. We spoke with numerous owner operators and drivers who mentioned conversations they had with our drivers.

These referrals by our drivers are very much appreciated. However, when I asked the name of the driver who referred them, they often didn't remember anything about the person. Please keep in mind that it is in your own

best interest to make sure that any driver you speak to knows who you are.

If they name you as the person who referred them, Diamond reimburses you for the referral - that's \$1,000 guys! And remember, there is no penalty for referring a driver who doesn't fit or work out here at Diamond.

I also want to take this opportunity to thank those of you who actively refer drivers to Diamond. The larger our fleet, the more customers we are able to take on and this growth is a positive for all of us!

Liz Bruns—Recruiting Director

Five Nominated for Safety Award

Diamond Transportation has nominated five owner operators for the Wisconsin Motor Carriers Association's President's Safe Driver Club.

The five operators nominated are Irvin Woodruff, Phil Jostad, Arvin Weber, Arlan Turk and Richard Ruger. The award is based on 36 continuous months of service with one company, a clean MVR through March 31, residence in WI or 10,000 miles traveled in WI and dispatched from a WI terminal.

Woodruff has been a member of the club for 10 years, Ruger eight, Jostad and Weber six, and Turk four years.

The Daily Routine

JD DUBUQUE—There have been several complaints by John Deere personnel to the safety director that trucks leaving the factory on Peru Rd at the turn on to S John Deere Rd. have been ignoring a stop sign and pulling out in front of oncoming traffic. There is a steep hill by the turn, drivers are not able to see traffic that is coming over that hill and some drivers are going at increased speeds. Please take extra caution when making this turn, especially during winter months.

CAMECO, THIBODAUX—Starting immediately all drivers will have to wear safety glasses when on the property of Cameco Industries in Thibodaux, LA. This includes any time you are out of the truck on the property. Ansi Z-87 approved safety glasses are the standard.

GEORGIA PORT AUTHORITY—Effective February, additional vehicle screening procedures at all GPA terminals general traffic gates will include the inspection of the required percentage of vehicle's driver/passenger compartments, trunks and hoods, so allow additional time to reach your destinations. Refusal to comply with the vehicle inspection may result in loss of access and/or expulsion to the facility.

KUDOS TO DRIVERS—Twice this past quarter, customers made special calls to compliment our drivers. This is always a feather in our cap and we would like to share the quality representation that Charlie Kanitz and Tony Barbera have made.



5021 21st Street
P.O. Box 1557
Racine, WI 53401

Comments and Questions
Phone: 262-554-5400
Fax: 262-598-2821
Email: rjcoca@diamondtrans.net

Newsletter by Email

Would like to have this newsletter emailed directly to your computer? Let us know. Simply send your email address to webmaster@diamondtrans.net with the subject "Diamond Dust." We will then send you our newsletter in Adobe Acrobat format.

TCA Offers Scholarship and Contest

TRUCK DRIVER PHOTO CONTEST—The Truckload Carrier Association is sponsoring a photo contest. Any truck driver who is currently employed with or leased to a trucking company is eligible. No photos from professionals photographers will be accepted.

You must limit your submissions to three or less per driver. The subject is life on the road and should portray trucking in a positive light. Digital photos are accepted as long as there is a print out of the photo and the digital file is 300 dpi or larger.

Photos must be clearly labeled with your name, address, phone number and company name, address and phone number. Do not write on the photo, use an address label or separate piece of paper affixed to the back. Include information about the photo.

The grand prize is \$1000, with a \$750 second prize, \$500 third prize, \$100 for 4th through 6th and \$50 honorable mention. S-Line Inc. and American Graphics Group are the sponsors.

'05-'06 SCHOLARSHIPS AVAILABLE—TCA scholarship applications are now available. Any rising junior or senior attending an accredited four-year college or university and who is affiliated with a trucking company is encouraged to apply.

To obtain a scholarship application, please visit the TCA web site at www.truckload.org and click on the scholarship button, or contact Aimee Cirucci at 703-838-1950. The deadline for receipt of applications is Friday, May 20, 2005.

Last year, the TCA Scholarship Fund awarded nearly \$40,000 in scholarships to individuals who showed a financial need, earned a GPA of 3.3 or better, had an excellent scholastic record and maintained full-time status. All forms must be typed. Scholarships are awarded regardless of sex, race, religion, or national origin.