



**Diamond Transportation
System, Inc.**

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The Diamond Dust

What Is Your Cost of Doing Business?

What is the most important business decision that you will make this year? Almost certainly it will be a financial one!

In an effort to continually keep Diamond Transportation's fleet of owner operators the best in the industry, we have teamed up with American Truck Tax LLC to work with you



on the financial portion of your business. American Truck Tax offers a program for owner operators called American Truck Business Services.

What is American Truck Business Services? ATBS is a comprehensive program created specifically to meet the business needs of owner operators.

Owner operators handle many time-consuming,

complicated business tasks like bookkeeping, tax preparation, and monthly income statements.

ATBS' personalized program handles all of these elements, plus offers personalized budgeting, industry comparisons, and unlimited business consulting

including retirement. ATBS is a unique complete program with one goal - to make you the most profitable, successful owner operators in the industry.

American Truck Tax estimates an owner operator in the ATBS program will make approximately \$12,000 more in profit per year than an owner operator who does not use the service. By eliminating

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Supply and Demand—The Cost of Transportation

Why are rates to some areas higher than other areas? It is called supply and demand.

This situation occurs even though customers are having, at times, difficulty locating the right equipment to move their freight.

We realize that certain equipment is bringing in higher revenue. This is because there is less of that equipment type available than in the past. Our RGN trailers are becoming a trailer that is in high demand throughout most of the U.S.

At times it takes customers a while to

realize that equipment is in short supply and that rates need to be increased. We are working on these customers to assure they understand the need for the additional revenue.

Keep in mind, that when we provide a higher rate going into an area where rates are low, that the reason for the higher rate is to assure that there is enough revenue to bring you back out even with a lower rate. Looking at the round trip revenue is where you realize your earnings, not on each individual trip.

In approximately two months, new rates with Case-New Holland (CNH) will go into effect. A major issue with the new contract is the use of practical miles on all loads. This is a major change as legal loads with CNH have used short miles in the past.

We are striving to assure that all freight is being offered at the highest rate possible. Our customer service and fleet managers are making every effort to assure you that your earnings continue to stay above the standard for our industry.

-Paul Martinson, President

Owner Operators of Month: Beeson, Best and Hayden

Congratulations to Richard Beeson, Robert Best and Steve Hayden who earned Owner Operator of the Month Awards for April, May and June 2006, respectively.

Richard joined Diamond in February 2006 and has quickly earned Diamond's respect with reliability and professionalism.

He spends his spare time restoring cars

and playing golf. Richard also enjoys spending time with his three favorite ladies: his wife, Doris, and his stepdaughters, Amber and Stephanie.

Robert, who has been with Diamond since

November 2005, earned his second Owner Operator of the Month award by continuing his hard work ethic.

He is dedicated to trucking and the safety that comes

along with it. Robert is crazy about fishing and video games, but his true love is Daisy, his 19-month old daughter. Steve has been part of the Diamond team since November 2005 and is earning his first award by doing "whatever it takes to get the job done right." Steve enjoys fishing and camping on the lakes in South Carolina. Though lately, all that is on his mind is the up and coming birth of his first grandchild. Steve has two grown children, Ashley and James, and has been married to Paula for 30 years, in Paula's own words, "too darn long."



Beeson



Best



Hayden

CUSTOMERS AND AGENTS

SHIPPER NEWS: Service Expectations are Increasing

Over the past several years, the process in which an end user of a piece of farm equipment orders and receives his product has changed dramatically.

Farm equipment manufacturers have traditionally estimated sales and built accordingly. They have now moved into a phase of build upon order. With this trend, the importance of timely delivery has become more and more critical. Gone are the days of filling up dealers lots and having the farmer pick from the batch.

There are now many loads which not only have an owner when they start down the production line, but they also have a final delivery date. Needless to say, the dealer and the farmer are anxiously awaiting the product.

Many times loads are offered based on the B/L date. The destination may not be what trips our trigger, but the date of the load and the expectation of delivery by our customer and their

customer must take precedence.

We are ultimately rewarded or punished as a carrier by the level of service we provide. These days, service is measured in hours and minutes, not days, and the penalties for non performance and service failures are severe. Those penalties vary, but can include a reduction in loads tendered and a ban from a loading facility.

In addition to timely delivery, many customers now require updates each day as to the location and status of their load. Without the use of a satellite tracking service, your check calls and your availability on the cell phone are the key components in this part of the service equation.

So what is the bottom line? We must deliver on schedule and we must have excellent communication while we do it. So, make your appointments and keep yourself available for communication.

- Pat McLeod, Vice President—Sales & Marketing



WMCA Honors Diamond with Safety Award

Diamond will receive the Division II 2005 Fleet Safety Award presented by the Wisconsin Motor Carriers Association.

This award was made possible by each and every owner operator that drove accident free miles in Wisconsin last year. Without cautious professional owner operators like Diamond's, awards like this one would not be possible.

The division II award, announced on June 30th, consists of fleets that drove between 500,000 and 1,000,000 miles over the calendar year 2005. Diamond owner operators drove

503,474 miles in Wisconsin without a single accident last year.

Diamond will accept a plaque at the Wisconsin Motor Carriers Association Luncheon and Annual Meeting held on October 26, 2006 at State Fair Park in Milwaukee, WI.

The plaque will be displayed proudly at our corporate office in Racine, WI for all to view. Once again, this award was made possible only because of your safe driving and the importance all of us at Diamond put on safety.



TOP-FIVE AGENTS

APRIL—JUNE

1. Brenda Suttles
2. Rick Newton
3. Larry Meeks
4. Tim Zimmerman
5. Tom Cucciare

Diamond congratulates all of our agents! Our agents are considered a large part of our sales force and customer base. Remember commission invoices are due on Tuesday for Thursday payment.

The Daily Routine

WIRELESS ACCESS—Diamond Transportation has upgraded its Internet service at our Bettendorf terminal. We now have a high-speed DSL service with a wireless access point. If you use a computer with wireless access, you can now connect to the Internet free of charge while at our Bettendorf terminal. If you are interested please call in for the access password.

DETENTION—As you know detention can occur often in our industry. As a rule, Diamond allows for two hours of free time before we start charging detention. At that time, communication needs to begin if there is any chance to get a detention charge approved. Make sure you keep track of time and as soon as you realize that there is going to be a delay, contact your fleet manager. This will not guaran-

tee extra pay, but it will go a long way in getting it more often. Also, make sure you have your arrival and departure times noted on your bills—without signatures, we have nothing.

GOING TO CANADA—When you are given a load going into Canada please make sure you are aware of some important things. 1) Where is your port of entry? Keep in mind that fuel in Canada is much higher than in the U.S. It may be less miles to travel running through Canada but will cost you more in the long run. 2) What paperwork is needed and is it filled out properly? 3) What trailer you are going to be under and is that trailer ok to go into Canada based on length and wheel base? 4) Have you ever been convicted of a crime? If so, they will not let you into Canada. 5) Such

things as radar detectors, guns, CB and of course drugs are not allowed.

PRE-TRIP INSPECTIONS—All professional drivers know that before starting they should make a thorough inspection. The "pro" checks his vehicle from stem to stern, looks under the hood, at the engine and is alert for any leaks that may indicate trouble. He carefully checks out all his instruments to ensure they are functioning properly. He checks them while en route so that he knows the condition of his electrical system, his brakes, his operating temperatures, etc.

No pilot in his right mind would try to fly a plane without continuous reference to his gauges and instruments and no professional driver should attempt to drive without doing the same.

SAFETY & COMPLIANCE

DRIVE SAFE: Securement, It's More Than Chains and Straps

You have all been told that shippers are responsible for loading and consignees are responsible for unloading. While that is true, there is a responsibility for you the driver to make sure the equipment is loaded in a safe manner with the purpose of assuring no damage will occur while in transit.

One thing to watch for is proper blocking of equipment. Make sure the blocking is several inches wider than the leg or part being placed on the blocking. Ask whether the blocking is pine or oak. Obviously a harder wood like oak will hold up better. Nail the blocking to the trailer so it doesn't move or shift.

If the equipment has a boom or other parts that can be lowered to reduce the height of the load make sure they do that. Measure your load and if the load is wider or higher than you were told that is a good indication that something needs to be removed or lowered.

Look at any boxes or crates that are also on the load. Make sure these are placed in a position on the trailer where they can be secured properly so they don't move or get crushed in transit.

How crates are stacked and the condition of those crates should also be looked at.

If there is more than one unit on the load make sure they are not loaded so close together that they rub during transit and cause damage.

While it is the shipper's responsibility to put the equipment on the trailer, it is ultimately your responsibility to make sure they do it in a way that you can secure properly and avoid situations that may cause damage while in transit. Loads that shift in route or come off their blocking not only are costly to get repositioned but the time you are delayed can be very costly to you also.

If you have a load that appears to be unsafe and the shipper will not make the adjustments needed, then you are required to call in and report it to your fleet manager before you move the load. We ask that you take a little extra time to make sure your load is safe and secure in all areas, not just the chains and straps you put on it.

- Diane Dahse, Safety Director

News and Notes

CAUTION AND COMMON SENSE—More and more accidents are being reported at truck stops. Part of the problem is that newer truck stops or ones with repaved parking lots have decreased the size of the parking spots making it harder for trucks to pull in and out. Be aware of your surroundings; look at the vehicles parked all around you before pulling in or out of a parking spot. Try to park in spots less likely to be a problem if possible.



Cargo theft and vandalism at truck stops has also become a rising problem. Try to park in well lit areas. If you become a victim of theft or vandalism you need to make a police report before leaving that area. Also remember to take pictures. If it is a theft then you still take pictures of where the cargo was on the trailer. Maybe they cut straps to get it off so take pictures of the cut straps etc. The most effective defense against cargo thieves is for drivers to pay attention, keep their eyes open and use common sense.

UNJUST DOT VIOLATIONS—Have you ever found yourself going through a DOT inspection and the inspector is citing you for violations that you know are not justified? We now have a contact at the DOT who says that if this should ever happen to you we can turn it over to him for investigation.

The procedure for this would be to write up a full explanation of what happened. Take pictures of whatever the problem was. If it was improper securement then take pictures of the securement. If it was a defect on the truck or trailer and it is something that can be captured on a photo then take pictures of that. It is im-

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THE DISPATCH PERSPECTIVE

WHAT HOME TIME DO YOU REQUIRE? At Diamond, we understand the industry trend relating to home time. We understand the trend is toward more home time or at least being home more often.



We are a family company, so we also understand the need to be with family. It's important to everyone in this office, so why would it not be to our owner operators.

Operations is making strides to meet all our owner operator's home time needs. Talk to your fleet manager about your home time requirements. Discuss the amount of time you like to be out working before getting back to the house and try to stay consistent.

Our new dispatch software does an excellent job of keeping track of a driver's "remaining days out" or RDO. Tell your fleet manager what your preference is so he can enter it into the system. If it is 28 days, for instance, your fleet manager will enter that number into the system as a reference point. When you're dispatched, those days will start counting down and customer service will have visibility to the number of days left until you need to get home.

When you are ready to leave the house, tell your fleet manager the exact day you need to get home or as soon as you know of an event that you need to be home for tell your fleet manager. Your fleet manager will enter a driver event into the system and that will begin a countdown as well.

Keep in mind that three weeks is the minimum time out requirement at Diamond, although from time-to-time you could be through the house more often. This is not that we couldn't get you home every two weeks, we could, but we want you all to be successful here at Diamond.

Our most successful owner operators are out there working hard for three or more weeks at a time and that seems to be the minimum number of weeks in order to be successful in our niche. That is the difficult balance we are searching for—happiness at home and success at work.

-Jon Coca, Vice President—Operations

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The Recruiting Corner: Show You the Money

\$1,250 going once, \$1,250 going twice, \$1,250 could be yours, just for getting one new driver to hire on with us. We are looking for dedicated, safe drivers to add to our family. We are pleased with the new hires we have gotten from our latest referrals and are willing to hand out the money for more good drivers.

We at Diamond take a different approach to hiring owner-operators. We would rather hire one driver who stays for years than hire a dozen drivers who only stay for a couple of months. That is because we put a high value on getting it right the first time. We work hard to provide accurate and factual information so prospective owner operators can make the best decision. We know they want to hear the truth and it's our job - our responsibility - to provide it. Their trust in Diamond starts there.

But while listening to a recruiter can give prospects a good idea about what our company can offer, nothing compares to some straight talk between owner operators. That's where you come in. You are the best representatives we have. You are our eyes and ears over the road. Remind other drivers that we know how diffi-

cult it is to find a recruiter to answer your questions completely and honestly.

That's what we try to do each and every day. The success of Diamond relies on many people doing many jobs, but it starts with everyone telling the truth from the beginning. That's the only way to do business in our book.

And for our current owner-operators, your good word is worth \$1,250. Just give prospects our phone number, tell them to call us, and we will do the rest.

- *Alyse Mireles, Recruiting Director*

ATBS Continued

the time necessary to accomplish everything above, it gives you the time to concentrate on what makes your money.

Signing up with the ATBS program could very well be the most important business decision that you make this year or in any year. If you don't have someone working with the complete financial portion of your business, if you have someone you don't feel comfortable with, or if you just have someone doing your taxes, this is the program for you.

If you are interested, Diamond will payroll deduct \$16.15 per week for the program as well as electronically send your weekly settlement sheets. To sign up, contact your fleet manager.

News & Notes Continued

portant that you take the photos while you are at the inspection site rather than later down the road. Be polite to the inspector and just take your photos and write your report. Send your explanation, photos and a copy of citation issued to safety. We will forward them to the proper people for investigation.

KUDOS TO—Jeremiah Meza, a new owner operator to Diamond, received high praise from one of our customers, calling him "conscientious and professional" and adding that we should be proud to have such a driver. All this, simply by communicating is arrival time, showing care with the load and delivering safely and on time. Just doing the job, Nice job Jeremiah!



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Would You Like This Newsletter by Email

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.

Employee News & Anniversaries

As always Diamond expresses its gratitude for another year of service and welcomes our new owner operators and drivers. Diamond also welcomes a new customer service representative to the sales team. Marge

Chojnacki will oversee the southwest region for load planning, customer relations and development. Marge arrives with extensive experience in the trucking industry including sales, operations and administration. Diamond is pleased to have Marge with us

New Owner Operators/Drivers

- AJ Ward
- Michael Best
- Anthony Alongi
- James Chipman
- Clifton Gillespie
- Allen Barnette
- Larry Walter
- Robert Dickson
- Tom Norris
- Oliver Smith
- Denver Rice
- Perry Wade
- Robert Williams
- Jeremiah Meza
- Thomas Ranft
- Brian Egermeier
- Carl Tuttle
- Richard Broadbent
- Terry Ewing
- Laralph Brown
- Michael Stonestreet
- Tom Killion, Jr.
- Tom Foster
- Eugene Istre
- Charles Vanhoesen

Employee Anniversaries

- Rebecca Beck—20 yrs. July
- Judy Hanlon—1 yr. July
- Chad Thur—3 yr. July
- Debbie Petkus—4 yrs. August
- David McGuire—3 yr. August
- Tim Wolf—5 yrs. September

Owner Operator Anniversaries

- Larry Akers—9 yrs. Sept.
- Chuck Burton—13 yrs. July
- Larry Cavanagh—2 yr. Aug.
- David Dake—3 yrs. July
- Dennis Egeness—5 yrs. Aug.
- Brian Garbes—5 yrs. July
- Robert Key—2 yr. Sept.
- Tom Killion—2 yr. July
- Charlie North—5 yrs. Aug.
- Richard Ruger—29 yrs. Sept.
- Paul Schneider—7 yrs. July
- Casey Skillingstad—8 yrs. Sept.
- Glenn Virden—5 yrs. July