



MOVEMENTUM

THE BME/ACE DORAN QUARTERLY NEWSLETTER



FEATURE

ACE DORAN SUCCESSFULLY HAULS SUPER-SIZE STEEL TANKS TO BREWERY IN WINTER WEATHER

Chris Joyce had to coordinate the transportation of two super-sized steel storage tanks and knew he needed a reliable transportation vendor he could trust to handle the complexities of the job. He selected Ace Doran because they offered the best price, and he knew from experience that Ace Doran always delivers.

"Any time you're transporting something of this size, you must have a good relationship with the people responsible for that job," says Joyce, director of plan operations for Enerfab, a Cincinnati-based provider of construction management, capital equipment, maintenance services and technology solutions.

Joyce manages a shop fabrication facility where tanks, pressure vehicles and steel fabrications are constructed. Part of his job includes coordinating the transportation of these products to customers or sometimes to field divisions that assemble larger fabrications. He takes great pride in being able to deliver the products safely, seamlessly and without incident to Enerfab's clients.

"Our transportation vendors are, in effect, representing our company to our clients, and that's why we need to have complete trust in their ability to manage every aspect of the job and provide a positive customer experience," he says. "That kind of trust comes

with strong relationships."

Joyce speaks highly of his decade-long relationships with Ace Doran President Jim Collins and heavy haul manager Bob Thomas, who always come through, he says, no matter what the challenge. "A lot of people will tell you they'll deliver, but there's a big difference between telling you and actually delivering," Joyce says.

In this case, Joyce had two super-size storage tanks that needed to be hauled about 40 miles to a large brewery in Trenton, Ohio. The first tank to be delivered was 9-foot-six-inches tall and 26-feet wide and the second tank was 14-feet high and 26-feet wide. Enerfab's client

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had requested the steel tanks be delivered in two months, and Joyce needed a team with the capacity to manage an extensive pre-planning process in that time period.

This process included surveying and selecting a route, submitting the route to the state of Ohio for permits and approvals and physically surveying the route to determine plans for the tricky turns and clearances along the way. Ace Doran's Thomas took the extra step and drove the route with the two drivers ahead of time to review every turn and trouble spot.

"We felt the need to make that extra effort because this wasn't the type of job where you load two containers on a flatbed and drive up the highway," recalls Thomas. "This type of haul takes a lot of

planning and staging ahead of time." Not only did Ace Doran successfully deliver the two storage tanks without any problems, but they overcame a major challenge, says Joyce. The client had to postpone the delivery date, pushing the transportation job into January, when winter weather makes the roads more treacherous and difficult to navigate.

Still, Ace Doran pulled the job off without a hitch, Joyce says, adding that it's never easy to reschedule deliveries at the last minute.

"I have freight carriers that call me every day trying to get my

business," says Joyce. "However, I continue to deal with a small group of carriers, Ace Doran being one of them, because of the relationship and trust I have with them."



Bennett Makes Splash at MATS with Remodeled 1977 Ford Bronco



COMPANY NEWS

If you attended the Mid America Trucking Show (MATS), you might've noticed hundreds of people walking around cooling themselves with emoji fans reflecting the Bennett and Ace Doran brands. If you followed the trail of fans, you would have ended up at the Bennett booth, where a constant throng of people crowded around a vehicle that was not a truck!

This year, Bennett decided to get creative and display a 1977 remodeled Ford Bronco instead of a truck as part of its American theme. Bennett team members dressed in tactical shirts and raffled off an AR-15 that was attached to the Bronco during the show. Bennett Motor Express CEO David Lowry inherited the originally bright red Bronco from his late father and renamed it "Dirt Road Posse."

The Bronco was such a hit, it just might have attracted even more crowds than those massive trucks filling the Kentucky Fair and Exposition Center in Louisville. At times, it

sure seemed like it! Have a look at a detailed tour of the Bronco with Mr. Lowry himself:

<https://www.facebook.com/BennettInternationalGroup/videos/10154833136710129/>

Bennett Never Misses a MATS

Every year, Bennett uses the show to reward its great drivers, by conducting a series of events including Driver Advisory Board meetings, safety meetings, and a "Very Important Driver" dinner party at Captain's Quarters. Bennett also uses its booth in the West Wing to attract new owner operators to the fleet. The hope was that drivers would come to register to win the custom AR-15 (the only one of its kind ever given away at the show), and leave wanting to #truckhappy by becoming a part of the Bennett fleet.

Bennett's Ace Doran division has also had a booth at MATS for decades, and this year unveiled a new booth display where they held a raffle for a complete camping outfit

for two and high-end portable grill. Both companies see the event as a way to meet with drivers to share about Bennett and spend time with their drivers who attend the show.

Also at the show, Bennett was a proud sponsor of Women in Trucking Association's "Salute to Women Behind the Wheel" celebration. Female owner and CEO of Bennett, Marcia G. Taylor, is a huge proponent of women's advancement in the industry. Through a program called "Women in the Driver's Seat" she encourages all of Bennett's women drivers to become a member of Women in Trucking and attend the event.

Bennett Rolls Out New Safety Brand



SAFETY

Having a strong “safety culture” has always been a key part of Bennett’s core values. Bennett has taken that commitment a step further and created a new safety brand to be demonstrated across all Bennett companies, facilities and job functions. Learn more about the new brand – Safety is Priority One.

Bennett has always understood the value of safety best practices and supported a strong safety culture. Recently, Bennett decided to assert that commitment internally and publicly by developing its own safety brand – Safety is Priority One.

In January, the new brand was introduced at Bennett Symposium 2017 – the company’s biggest internal event of the year, in which hundreds of Bennett agents and employees come together to have fun while cementing their business objectives for the upcoming year.

Acting within our safety culture,

Bennett companies are committed to make safety Priority One, where safe practices, security, environment and awareness shape our behavior every day. CEO Marcia Taylor introduced the Safety is Priority One brand at Symposium, en-

couraging the Bennett Family to bring a renewed vigor and focus to safety no matter what role they play. In a letter to the

“This commitment means that we own and accept the responsibility to take action and ensure the safety and well-being of everyone,” said Bennett’s VP of Safety Randall Vernon. “We believe in our safety culture, and we will all work to reinforce and grow this culture every day.” From now on, a 3-tiered communications system will be applied to all safety-related communications across the Bennett enterprise to better communicate according to priority. A number of new safety

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company, she asked everyone to join her in declaring that Safety is Priority One. She wrote: *“In the coming weeks and months, you can expect to see the company’s re-emphasis on safety and compliance across Bennett companies, facilities and job functions.”*

The purpose of the new brand is to reinforce to employees, owner/operators, drivers and agents that they have an obligation to be safe, whether they spend their days in an office or behind the wheel of a flatbed truck. All members of the Bennett Family have been asked to sign a pledge committing to make safety priority one in their professional lives at Bennett.

practices have been implemented to hold everyone accountable, including weekly safety meetings, branded materials and a reinvigorated four-step dispatch process to make sure goods are transported safely, without incident, and delivered on time.

“Safety has always been a key part of our core values, but by having a safety brand, we can reinforce our commitment to safety across our entire organization, keeping safety front and center for our drivers, agents and employees every day,” Vernon says. ***“At Bennett, Safety is Priority One.”***

HOW TO GET GOOD DRIVERS TO TAKE YOUR LOADS

BY: LISA PATE



Bennett's director of agent development, Lisa Pate, outlines nine tips for attracting good carriers based on key takeaways from a panel discussion at TIA 2017 Capital Ideas Conference & Exhibition. Titled "Know How to Really Recruit Good Carriers," the panel was led by: Chad Boblett, owner of Boblett Brothers; Jimmy Dematteis, president of DMTB; Pete Emahiser, CEO of Tadmore Transportation, and Justin Frees, EVP of Carrier Development Arrive Logistics.

THOUGHT LEADERSHIP

If you're a shipper or a freight broker, finding highly qualified, experienced and reliable drivers is getting tougher. What can you do? Bennett's director of agent development, Lisa Pate, outlines nine tips for attracting good carriers. Her insights are based on key takeaways from a panel discussion on recruiting carriers at TIA 2017 Capital Ideas Conference & Exhibition.

What can you do? Here are nine actions you can take:

1. Know your business.

What are market conditions like for the business you are seeking trucks for? You must know the current inbound and outbound rates to price accordingly. Bennett's Broker Department provides a Rate Analysis tool. Are you looking for a long-term relationship with a carrier for your business or does the spot market work for an irregular route? What do you do as a practice regarding taking care of the trucks? Do you have an internal detention policy? Do you provide 24/7 access to your driver?

2. Use your own transportation system first when searching for trucks.

Your historical data in TMS may help you find the right driver. Load Matching is a great start for identifying BME trucks and contract capacity. If additional resources are needed, then use DAT or TS truck searches to identify capacity's availability in the market you are looking for.

3. Include the pay rate in your brokerable load postings.

Most drivers look for the pay when searching for loads to consider. Drivers cannot always call and ask because they are driving down the highway. As a result, they may skip over your load and just consider the ones with pay rates they are looking for. It is better to post a number than nothing at all.

4. Don't post your loads multiple times!

The most savvy drivers – the ones you are looking for! – will be able to see through the minor changes you make to justify multiple postings (e.g., posting the same load three times with different cities that are only a few miles apart). Posting multiple times makes you look desperate and empowers the driver to negotiate higher rates. It will only serve to drive up your cost!

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5. Don't be deceived by a co-broker situation. Two things you can do:

If the carrier insists they have truck for your move, especially regular moves, check out their inspection map on the FMCSA website. <https://safer.fmcsa.dot.gov> If they claim that they have never been inspected, check the inspection map on the FMCSA website to confirm their claim. The map will show if and what states they were inspected in.

1. **Check TIA Watchdog**, a tool that TIA members use to report bad carrier experiences, such as carriers holding a load for hostage or constantly cancelling loads previously committed to.
2. **Give the driver a 24/7 phone number.** If you want to prevent a pickup or delivery problem, you must provide a phone number that the driver can use to contact the agent or dispatcher if there are problems.

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If you want to prevent a pickup or delivery problem, you must provide a phone number that the driver can use to contact the agent or dispatcher if there are problems.

7. Make it easy for your drivers to get paid.

On the rate confirmation, make sure that you provide instructions for them on how to submit their billing information.

8. Monitor your credit score and negative reporting.

Stay on top of negative reports about your payment practices. Contact the credit agencies and let them know about faulty reporting. Be willing to do whatever you must to get the problems fixed.

9. Maintain relationships with the drivers you like the most.

Proactively reduce your risk by taking steps to maintain relationships with the best drivers. Relationships last, but loads are short-lived! Use data to drive your decisions. Create a list of your favorite drivers. Get to know them. What areas do they like to run? What are their favorite lanes?

As the competition for good drivers heats up, these actions together can help you create an overall positive, seamless and rewarding experience for your drivers. Taking steps to implement practices and policies that make their lives easier will make drivers want to keep carrying your loads. They'll be more likely to spread the word among their friends, which will help attract new drivers to your company.



About the Author

Lisa has been in the transportation industry since 1980 when her elementary school started a kindergarten intern program. Not really! It's just that she doesn't feel old enough to have been in this industry for 37 years.

Positions held by Lisa in the course of her career range from log clerk to vice president of agent development. For Lisa, sitting in the same department for too long was rather boring, and she sought new challenges every few years until she was assigned to work on training and development of agents. That's when Lisa discovered a passion for working with agents and her niche in the industry, where she has served for 14 years with no plans to ever leave.

Lisa holds her Certified Transportation Broker's certification and has been active with the Transportation Intermediaries Association (TIA) since 1985. Lisa serves on the Board of TIA and co-chairs the TIA Women in Logistics group. She is an active lobbyist on transportation

regulation issues impacting the industry, visiting Washington, D.C., annually to meet with industry proponents in both the U.S. Senate and House of Representatives.

When not supporting small businesses, Lisa enjoys her empty nest with her husband Todd in Atlanta, GA, cooking, shopping and reading.

