



Thinking Ahead  
Moving Forward~

# Quarterly Newsletter

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## Executive Corner



Jim Sledd  
V.P. Sales

**Providing our customers superior customer service should be our goal every day at ASF Intermodal.**

Whether in person, by phone or online, it is all about being hypersensitive to the needs of others. I call it “peripheral vision.” It’s the ability to see, sense and anticipate all that’s happening around you – and respond instantly. Great companies excel at creating service cultures where the collective peripheral vision is better than expected. It’s all about delivering the best experience at every touch point.

**Here are 4 strategies** to improve our customer-service efforts:

1. **It starts with you:** Be an example of good customer service, lead others by your example. If it’s not right, fix it. If it needs to be done, do it. If follow-through is an issue, address it. If standards need to be raised, raise them. If one of our colleagues needs help with their customer service skills, help them.
2. **Everything speaks:** “When it comes to customer service, everything speaks.” Everything around you is speaking to you. That cobweb on the light fixture, the stressed-out contractor who needs some TLC, the tone in someone’s voice, the employee who can use another pair of hands – everything speaks. **Let’s let our customers ‘hear our smiles over the phone’ and see our gratitude for their business in our emails.**





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3. **Everyone is responsible:** The deathblow to superior customer service is when anyone in our company says or thinks, "It's not my job." When it comes to customer service and creating the right memorable experiences, it's everyone's job. Teamwork is about everyone pulling and pushing in the right direction, not dragging self-centered and lazy non-players along for the ride. Indifference and "I don't care" thinking kills companies. If an employee isn't playing to be indispensable, he or she is dispensable. Hold your colleagues at ASF Intermodal responsible for their commitment to customer service.
4. **Sense of urgency:** Urgency is energy. Urgency keeps you and ASF Intermodal in the game. Wake up everyone on your team. Reconnect with your vision for superior customer service. Rebuild your vision if that's what's needed. Play to win. Challenge yourself as a leader. Blow your customers away by delivering the unexpected. Thriving in the world of extraordinary is hard work. That's why so few even try.

***At ASF Intermodal we want to deliver not only containers, but superior customer service.***

## Contractor News

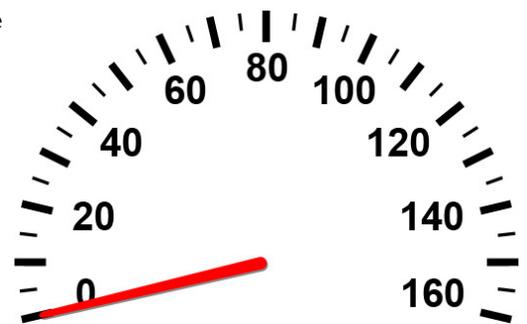
### ***Speed and Space Management: Keys to Staying Safe and Avoiding Moving Violations***

Driving an appropriate speed and observing best practices for space management are important keys to safe vehicle operation. These are also important strategies for minimizing your chances of receiving moving violations. Follow these helpful tips to keep yourself – and those around you – as safe as possible while also protecting your CDL privileges and ASF's CSA record.

#### **Speed**

Driving the speed limit is the most basic component of safe vehicle operation. Speeding is never a good idea, and the little bit of time you might gain from doing so is absolutely not worth the risk.

- ◆ Allow extra travel time so you don't find yourself rushing to make up for unexpected delays.
- ◆ Never exceed posted speed limits. No exceptions!
- ◆ When using roadway entrance or exit ramps, stay below the posted speed limit (because the posted limits were established with smaller vehicles in mind).
- ◆ Be on the lookout for posted speed limit changes as you approach cities and towns.
- ◆ Control your speed at all times. Use your brakes as needed.





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- ◆ Never speed in construction zones. Moving violations in construction zones are expensive and could cause the loss of your CDL privileges.
- ◆ Slow down when turning or entering a curve in the road. This is critical to preventing rollover accidents.

### **Space Management**

Be mindful of the “space cushion” surrounding your truck, taking care to ensure that you are never too close to other vehicles or any other objects.

- ◆ Avoid following the vehicle in front of you too closely. Make sure there is always plenty of space between your truck and the vehicle ahead of you to minimize collision risk.
- ◆ When determining how much stopping distance you need, take all relevant factors into account. These include weather conditions, terrain, whether it is day or night, vehicle weight, load weight and more.
- ◆ Pay attention to the height above your truck to avoid potential hazards from overpasses, tunnels and any other areas that may have low clearance.
- ◆ Be mindful of the space behind you, including paying attention to the distance at which other vehicles are following you.
- ◆ Be particularly aware of what is in the areas surrounding your vehicle – and how much room is available to you – when you are maneuvering your vehicle, including turning, backing up or parking.
- ◆ When in doubt regarding whether or not you have room to back up or park, remember the GOAL acronym. That means, simply, to get out and look.



### **Lane Considerations**

When it comes to lane changes, remember two important words: practice patience.

- ◆ Avoid passing on two lane roads.
- ◆ Avoid passing if traffic or road conditions will cause you to become a “rolling roadblock.” Instead, stay in the right lane and be patient.





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**Seat Belt Safety**

Federal law requires that you wear a seat belt at all times, so you don't have to be speeding to get a moving violation. Driving without a seat-belt puts your well-being at risk it also leads to moving violations that impact your driving record. Fortunately, this type of violation is easy to avoid. Simply wear your seat belts, as designed by the manufacturer and required by federal law, at all times.

**Don't Take Unnecessary Chances**

There is no substitute for obeying the law and following safe driving practices. Don't take chances with safety or your driving record. These are just a few of the many safety tips that professional drivers need to follow, but they're a good starting point for making sure that you're on the right track to safety and a clean driving record. Remember – avoiding tickets for moving violations is critical in order to maintain your CDL privileges and the ability to earn a living.

**Understanding FMCSA's  
New Adjudicated Citation Regulation**

**2014 Adjudicated Citation Regulation**

In recognition of the fact that moving violations are sometimes dismissed in court or that drivers are found "not guilty" of ticketed violations through judicial proceedings, the Federal Motor Carrier Safety Administration (FMCSA) has made it possible for drivers and motor carriers to request to have such violations removed from their records in the agency's Motor Carrier Management Information System.

The new regulation, which went into effect in August of 2014, also allows drivers and motor carriers who are convicted of (or plead to) a lesser charge to request to have their records updated to reflect the final judicial outcome. Of course, violations that result in a conviction or the driver paying a fine will stay in the system as initially reported.

This updated regulation provides a way to increase the accuracy of FMCSA's and that drivers and motor carriers aren't penalized disproportionately when the initial moving violation reported exceeds the final determination.

**Request a Review**

Changes to FMCSA's information system won't be processed automatically following court proceedings. It's up to you to initiate a request of your situation if warranted. To request a review of FMCSA-issued data, go to DataQs at <http://1.usa.gov/1ySFMtv>. You'll need to register with the site and enter details about

Driver Recognition



**Shawn Battle**

Shawn has been a volunteer tutor working with under privileged at risk youth for about two years. "I find the work to be very fulfilling and a way I can utilize my education to give back." Shawn has three degrees, Systems Administration, Network Security, and Psychology.



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**Referral Program**

We are always looking for great contractors – and we'll reward you for referring other drivers you know who join the ASF Intermodal team. The current referral program includes:



- ⇒ Charleston - \$750 sign on and \$750 referral
- ⇒ Charlotte - \$750 sign on and \$750 referral
- ⇒ Chicago - \$1000 sign on and \$1000 referral
- ⇒ Savannah - \$750 sign on and \$750 referral
- ⇒ Mobile - \$500 referral
- ⇒ Atlanta - \$500 referral
- ⇒ Houston - \$500 referral
- ⇒ Dedicated - \$500 referral
- ⇒ Dallas - \$500 referral
- ⇒ Fort Worth - \$500 referral
- ⇒ Memphis - \$500 referral
- ⇒ Norfolk - \$500 referral

Note: Referral program may change at any time. Referral fees are split; the first payment is made on the 1<sup>st</sup> settlement after the new driver begins driving and the second one is made 45 days later if the new driver is still contracted with ASF.



Contractors recently recognized for outstanding accomplishments include:

**December 2014**

- Atlanta: Henry Lemus
- Dedicated Atlanta: Antavia Gates
- Charleston: Jerial Dingle
- Chicago: Piotr Burek
- Dallas: Gerbert Martinez
- Houston: Hector Mejia
- Memphis: David Hull
- Dedicated Memphis: Robert Cooper
- Mobile: Billy Jackson
- Norfolk: Ulus Battle
- Savannah: Rich Leeds

**January 2015**

- Atlanta – Amilcar Landaverde
- Dedicated Atlanta: Devin Harris
- Charleston: Freddie Land
- Chicago: John Sturz
- Dallas: Leonel G. Ventura
- Houston: Jose Lazo
- Memphis: Marshall Henderson
- Dedicated Memphis: Billy Walker
- Mobile: Robby Goodwin
- Norfolk: Robert Morrow
- Savannah: Jerry Ritchie

**February 2015**

- Atlanta: Gennry Castro
- Dedicated Atlanta: Juan Delatorre
- Charleston: Floyd Sherel Anderson
- Chicago: Guillermo (Memo) Samano
- Dallas: Ivo Custodio
- Dedicated Memphis: Cory Holcomb
- Ft Worth: Victor Trejo
- Mobile: Ken Davis



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the reported violation to initiate the process.

**Doesn't Apply to Warnings**

You should also be aware, though, that the new regulation doesn't apply to speeding violation warnings. When you get a warning, it impacts your PSP report and ASF's CSA – and that impact stays as initially reported no matter what. There are no court proceedings for warnings, so there is no opportunity for dismissal or reduction of the violation. This means that there is no opportunity to request a change to your driving record.

**A Word of Caution**

Interestingly, during the few months since the new regulation went into effect, there has been an increase in speeding violation warnings. So, while getting a warning rather than a citation is "good" in the sense that you won't have a ticket, it will impact your driving record just as much, or – in light of the new regulation – possibly even more, than a ticket. It's best to simply avoid speeding and follow the rules so

## Employee News

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**In The Spotlight**

Jesse Gonzalez– Regional Manager



In his role as Regional Manager overseeing ASF Intermodal's West region, Jesse Gonzalez provides support to the terminals at all levels. He is responsible for making sure that the terminal managers and staff remain focused on safety, training, and profitability and to help maintain effective communication between customers, staff and contractors. He follows up with terminal managers on a weekly basis to ensure they concentrate on cost control, driver count, billing and most importantly accurate and timely driver pay.

Jesse really enjoys interacting with staff and contractors, and appreciates having an opportunity to talk with them, listen to their concerns and hear about their ideas.

Jesse states, "I enjoy sitting down with our drivers and being able to answer their questions or ease their concerns. Being able to spend time with our CSRs, dispatchers and drivers is very rewarding and a learning experience."

Jesse stresses the importance of honesty and follow-through. He states, "We must be able to listen to what other people have to say and to understand their expectations and needs. Be honest, tell them up front what you can or cannot do, and make sure you complete the tasks you commit to. These simple steps will build trust between you, customers and drivers."

Jesse describes himself as a "Marine at heart." He states, "I proudly served this great nation of ours." After his uniform-wearing days, Jesse started dispatching trucks and has been doing so for the last 25 years. He states, "It has been and remains a challenging and rewarding career."



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'Employee News Continued'



### Employee Anniversaries

Employees celebrating upcoming anniversaries:

#### March 2015

- ◆ Patricia Fisher – 1 year
- ◆ Rick Pound – 4 years

#### April 2014

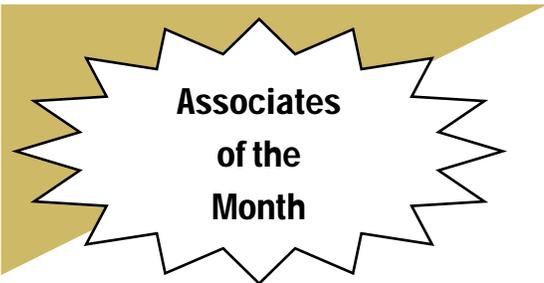
- ◆ Tom McPhillips Tom – 3 years
- ◆ George Snowden – 2 years

#### May 2015

- ◆ Cathy Woods – 2 years
- ◆ Angela Walker – 1 year
- ◆ Megan Jacobson – 1 year
- ◆ Jess Hory – 1 year

#### June 2015

- ◆ Brandon Hales – 2 years
- ◆ Angela Goodwin – 1 year
- ◆ Cheryl Hardesty – 1 year



Employees recently named  
Associate of the month include:

#### December 2014

Cathy Woods

#### January 2015

Tonyia Percy

#### February 2015

Michelle Felicia

