

## B.J. TRANSPORT PRESENTS . . .



**AS THE  
WHEELS  
TURN**

**A NEWSLETTER FOR AND ABOUT THE B.J. TRANSPORT FAMILY**

**SEPTEMBER/OCTOBER 2004**

### *Accident Free Achievers for the First Half of 2004*

Forty-Three Independent contractors of B.J. Transport have gotten the first half of 2004 off to a great start from a safety standpoint; they have completed half of 2004 with a perfect accident-free record.

**AS THE WHEELS TURN** looks forward to recognizing Accident Free Achievers in subsequent quarters of the year. In addition, there will continue to be honors to the individual achievers as well as other safety news and references in the future issues.

The reason of course is obvious: The way to success in trucking starts with safe driving. This is a vital message cherished by the families of our contractors, by our company, and by our customers.

Below are the names of the 43 contractors carrying that message throughout the first half of 2004.

Bigly, Ron	Freimuth, Bill	Maroney, John	Skrukrud, Bob
Bjorhus, Alan	Guidaboni, Dwight	McDonnell, Patrick	Soto, Ed
Bourbeau, Bruce	Haley, Jim	Miller, Bill	Stamper, Tim
Brinker, Terry	Hayden, Rick	Muller, Deb	Terry, Donna
Canter, Richard	Hickle, Jeffrey	Nelson, Steve	Thrift, Jim
Carlson, Dave	Holt, Jim	Perisic, Drago	Torres, Franco
Craddock, Bryan	Holt, Joe	Pitzl, John	Watson, Gene
Dahl, William	Holt, Miles	Richards, Darrell	Lawson, Jim
Dionne, Bruce	Isaacs, Jeff	Rojo, Roy	Niedfeldt, Jim
Eick, Dan	Larson, Jim	Sather, Jane	Rundquist, Jeff
Finckbone, Gary	Lawson, Bob	Shawback, Dallas	

# DRIVERS OF THE MONTH

B.J. Transport sets high standards. The criteria for the driver of the month include **no**-chargeable accidents, cargo claims, moving violations, probation, incident reports from customers, road incidents, DOT write-ups for logs, or drug/ alcohol violations.

They **must**-have driven a minimum of 8500 miles in the month, paperwork must be complete, neat and on time, and demonstrate a positive professional attitude.

That being said we would like to recognize the achievements of the following six individuals for their outstanding demonstration of professionalism. We feel you're a credit to our company as well as the industry as a whole.

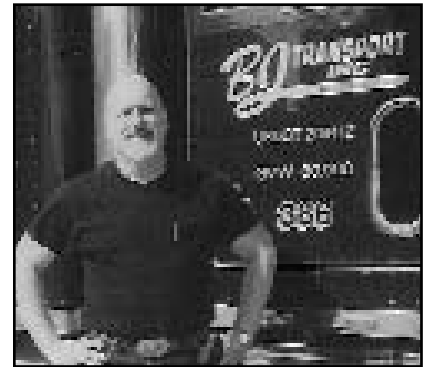
*Congratulate the first 7 drivers of the month of 2004.*



January - Drago Perisic



February - Joe Holt



March - Bill Freimuth



April - Deb Muller



May - Patrick McDonnell

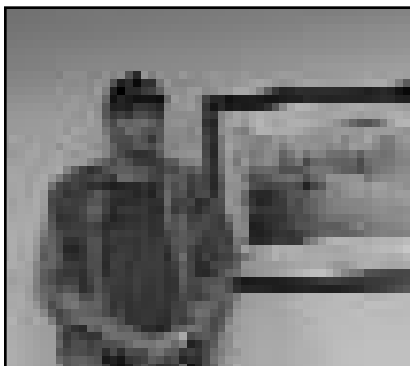


## August

Ronald Bigley	8/11
Michele Brodigan	8/20
Anthony Finckbone	8/12
Patricia Friedman	8/22
David Mash	8/25
Steve Nelson	8/12
Timothy Stamper	8/10

## September

Alan Bjorhus	9/29
Jay Braun	9/22
Moises Gomez	9/04
Dwight Guidaboni	9/13
Rick Hayden	9/24
Laura Martin	9/22
Laurie Schaber	9/23
Donna Peterson	9/15
Willie Williquett	9/04



June - Ron Bigley



July - Jeff Hickle

## *The Customer Comments ...*

(Editor's note: AS THE WHEELS TURN starts a series of interviews in which we ask customers to comment briefly on the quality of service they receive from B.J. Transport Inc. Contacted for this issue: Don Trabout , Traffic/Warehouse Manager, Sunrise Packaging, Blaine and Olivia MN)

Sunrise Packaging creates custom packaging for audio video equipment for customers such as Disney.

"We have been doing business with B J Transport started 15 or 16 years, and I've known Mike Hedstrom for many years."

"Our relationship is pretty good. I call almost every day. I would say B J Transport is one of my top carriers."

## ***REACT TO THE ROAD RAGE EPIDEMIC AS A PROFESSIONAL***

Anyone who pays attention to the news, and who observes driving habits today, is well aware of the "Road Rage Epidemic" that is now sweeping the county. So it's no surprise that the Department of Transportation names aggressive driving "as one of the most serious challenges facing the country today," or that the National Highway traffic Safety Administration (NHTSA) and AAA Foundation For Traffic Safety can cite statistics to confirm the epidemic.

According to the NHTSA, 66 percent of all traffic fatalities are caused by aggressive driving actions, such as passing on the right and tailgating. And from the AAA group: Since 1990, more than 250,000 people have been killed in traffic accidents, and at least two-thirds of those fatalities are at least partially attributed to aggressive driving.

Moreover, many safety officials feel that these numbers do not even accurately reflect the actual extent of incidents. The reasoning: For every incident of aggressive driving that gets reported to authorities and media, there are hundreds more that don't.

Aggression on the road often leads to road rage,

which in turn leads to more aggression-indeed a vicious circle. Drivers can become so enraged that they physically assault another driver or his/her vehicle. Road rage in such cases has taken over the person's emotions and ability to think rationally.

One of the main priorities of professional truck drivers is to drive protectively and avoid hazardous situations. Failure to exercise protective driving techniques can offend and anger other motorists. Cutting off a vehicle in your blind spot can cause a lane change accident.

As B.J.'s highly qualified contractors well understand, professional drivers are the ambassadors of the trucking industry. That role carries with it so responsibilities, including driving protectively and realizing that amateur motorists lack the training and experiences that the professional possesses.

Amateurs more often make mistakes and might do something to offend you. But professional drivers do not respond with aggression. They control their emotions. They don't fall victim to road rage and add another statistic to the epidemic.

*Celebrating 25 Years*



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# Referral Promotion Program

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## ***OUR PROGRAM***

### ***Refer a contractor to B.J. Transport***

When they start you will receive .01 a mile for all your loaded miles for up to 1 year. The only condition is both you and the new contractor need to be leased on to receive payment.

There is no limit to the number of trucks an individual can recruit.

The bonus will be paid weekly on your settlement.

## ***QUESTIONS COMMONLY ASKED***

### **What is a referral promotion?**

B.J. Transport will be having drawings and giving away gifts (It could be anything cash, prizes, a trip, or even tires.)

### **How do I enter?**

Refer a contractor and your name will be added to the drawing for the promotion. When your referral starts, your name will be added 2 more times.

### **How many times can I enter?**

There is no limit to the amount of contractor you refer.

**When will the drawing be held?** We're hoping for 1 per quarter but some may come a little sooner. Each Promotion will have a drawing date.

### **Where will the drawing be held?**

Right here at the office.

### **How will we find out who the winner is?**

We will call to congratulate the winner and the winners name will be in the next issue of the newsletter along with some information about what they won.

## ***CURRENT REFFERALS***

What does Dave Carlson, Rich Canter, Jim Haley, Deb Muller and Jim Niedfeldt have in common? They are all receiving referral bonuses, and are entered in the drawing for the XM Radio.

*\* Dave Carlson referred Rick & Jane Sather*

*\* Rich Canter referred Carolyn Cleveland*

*\* Jim Haley Referred Moises Gomez*

*\* Deb Mueller referred Donna Terry*

*\* Jim Niedfeldt referred Jim Holt*

**Refer a contractor for a chance to win a**

- **XM Satellite Radio**
- **Free Installation**
- **1 Year FREE service**



**Drawing November 01, 2004**

THE PRIZE HAS NO CASH VALUE.

# The Presidents View

On July 16th, the U.S. Court of Appeals for the District of Columbia issued a decision to vacate the Hours of Service regulations that went into effect on January 4<sup>th</sup>, 2004. Though the decision threw out the updated HOS rules issued in April 2003 by the Federal Motor Carrier Safety Administration, the court's ruling provides the FMCSA with a 45- day period to review the decision and to pursue remedies that address the finding that the FMCSA had not fulfilled a statutory mandate to consider the impact of the rule on the health of the drivers.

During the review process, the current HOS regulations remain in effect. FMCSA has advised state and federal authorities of their responsibilities to continue to enforce the HOS rules issued in January. The ATA, meanwhile, has encouraged the FMCSA to keep the current HOS rules in place beyond the initial review period and maintain those rules until a remedy has address the court's decision.

At this point we believe it is highly unlikely that the FMCSA would be allowed to put the pre-January 4, 2004 HOS rules back in place to satisfy the directives identified in the rulings. It is my opinion that more delays regarding the ruling will surface and that this issue won't go away anytime soon. However, it was certainly a shock to hear that the new HOS rules were vacated. Ever since they went into effect I've heard rumors of different groups challenging them, but I never expected the courts to rule in there favor. I'm anxious to have this situation settled.

In regards to fuel prices, the increase cost at the pump hasn't let up. The Department of Energy average price for diesel fuel rose another 3.4 cents to an all-time record high of \$1.814 per gallon, according to a DOE report issued on August 9<sup>th</sup>. This increase along with \$90 to \$100 per hour tractor repair costs, the rapid depreciation of semi-tractor values and soaring insurance premiums as well as increased regulatory requirements have greatly contributed to the reduction of capacity within the industry. Every day drivers and owner operators are leaving the industry. Recent studies have shown that approximately 15% of truckload capacity have disappeared this year alone. Between 2000 and 2003 there have been nearly 11,900 carrier filed bankruptcies, many of them being small to medium size carriers.

Our industry needs to continue increasing freight rates and passing them on to our owner operators. Unless the owner operator can financially manage the expenses related to owning a tractor, we will continue to experience a negative trend that will not only financially affect the trucking industry, but also all industries that rely us. It's our mission at B.J. Transport to provide our owner operators with a generous compensation package and a supportive staff that recognize the true value these people provide us as well as the sacrifices they and their families make. We're dedicated to be their home away from home.

– Mike Hedstrom

## Anniversaries Of Service

*Each issue of AS THE WHEELS TURN we are please to recognize independent contractors and staff reaching anniversaries of service in the relevant month. This is our way of acknowledging in print their continuing service, and loyalty attributes that are important to our customers as well. So Thank You to the 8 Contractors and 7 Staffers listed below who observed August and September anniversaries with B.J. Transport.*

### August

Dallas Shawback	11 Yrs
Jeffrey Isaacs	1 Yr
Steve Nelson	1 Yr
Michael O'connell	1 Yr
James Richards	1 Yr

### August Staff

Mark Ausland	5 Yrs
Laurel Hanson	3 Yrs
Jayne Engstrom	1 Yr

### September

Francisco Torres	4 Yrs
William Dahl	2 Yrs
Daniel Eick	1 Yr

### September Staff

Denise Fudally	18 Yrs
Chris Johnson	7 Yrs
Lynn Wolander	2 Yrs
Laura Martin	1 Yr

# In-Cab Distractions

*By, Great West Casualty Company-Safety Management Accident Reduction Targeting*

With traffic congestion rapidly increasing, professional truck drivers must understand that their total concentration should be on the road. On average, drivers make 160 decisions for every mile traveled. A dangerous situation arises when drivers focus their attention on making decisions, rather than keeping their focus on the road. To a professional driver, these decisions are second nature and need little, if any, thought.

Whether talking on a cell phone or playing with a pet, a driver is diverting attention from the road and they may endanger the like of the driver as well as the lives of others. It is important to remind drivers to stay focused while operating their trucks. The following are types of in-can distractions that can cause crashes resulting in serious property damage, personal injury, or death.



**Physical.** Physical in-cab distractions, such as eating, reading, and talking on a cell phone are all tasks that should be done while parked. The few minutes saved by grabbing lunch and eating it on the road rather than at the truck stop will not justify itself in the event of a crash.

**Mental.** Another in-cab distraction that can be very dangerous if focused upon our lives in our heads. Our minds are constantly thinking about our lives. Do not daydream or let your mind wander. If you find yourself drifting, catch yourself and re-focus your attention on the road. Concentrate on the vehicles in front of you, check your following distance, scan down the road, and open the window for some fresh air. These are a few ways to regain focus on the road.

- **Avoid using electronic devices when driving**
- **Avoid using large drink containers that block visibility when drinking.**
- **Stop at a safe area to rest when tired**
- **Avoid daydreaming and inattention**
- **Avoid road rage**
- **Turn off the radio when loading/unloading or heavy traffic**

## Saving Life's (Security)

*Thank-you to the MTA for this information*

**HOMELAND SECURITY ADVISORY LEVEL –  
YELLOW (ELEVATED)  
SUSPICIOUS ACTIVITY REPORTING CRITERIA**

### **Dear Public Safety Partners:**

The Federal Department of Homeland Security (DHS) and the FBI released a joint advisory regarding suspicious activity reporting criteria for infrastructure owner and operators.

DHS and the FBI encourage recipients of this advisory to report any suspicious activity to their local FBI Joint Terrorism Task Force (JTTF).

The Minnesota JTTF 24-hour number is 612-376-3200.

## Beat the Odds, Buckle Up!

*Data Supplied By The MTA*

**ONE OF EVERY FIVE TRUCKERS KILLED IN A CRASH IS EJECTED.**

In 2002:

- 588 drivers of large trucks died in truck crashes.
- 311 drivers of large trucks that died in truck crashes were not wearing safety belts.
- 134 drivers of large trucks that died in truck crashes were ejected.

# ***WANTED: NEWS FROM READERS***

## **HOLIDAY PLANS- Labor Day, Halloween, Thanksgiving, Christmas**

Let us know what your doing for the holidays-family gatherings, how many, where, etc.

## **PHOTOS- WE NEED THEM-**

Examples: Pictures of your children or grandchildren in their Halloween costumes. Birthday party pictures, including especially those taken of our own staff and contractors.

## **OUTSIDE ACTIVITIES**

Interesting and /or unusual hobbies. Vacation plans. Hunting results. Volunteer work.

## **OVER-THE-ROAD REPORT**

Contractors tell us a memorable experience on a run, a problem which other contractors should be aware, special service for a customer, etc.

## **FAMILY DOINGS**

Engagements; marriages; births; children's achievements in school; sports and organizations. Whatever you've enjoyed reading about other families can apply equally to yours..