

FFOCUS

The Enterprise **F1**

May 19, 2014

TRUCKING & LOGISTICS

INSIDE



State of the Association Report

The Utah Trucking Association's director of communications, Sasha Seegmiller, brings us up-to-date on things happening with the group. **page F2**

Trucking List

Top trucking companies
pages F8-F9

Issue Sponsor:



Clean air and the trucker

Operators have a major responsibility to help the air we breath

The trucking business is in a state of constant change — changing by the year, by the month, even by the day. Zach England, COO of C.R. England Inc., takes a look at a specific element of that change — the demand for cleaner air — in an industry in flux.

Clean Air – Delivered by Trucks

Air quality continues to be a major concern for Wasatch Front residents and businesses. A stark reminder of this issue occurs many times each winter in the form of the dreaded inversions. This is a very important issue to all of us as it has a significant quality of life impact. Many businesses from a variety of industries are making substantive changes in an effort to improve air quality. The trucking industry has been on the cutting edge in finding and implementing clean air initiatives over the last two decades. There are three emerging trends that are transforming the industry from an environmental standpoint:



ZACH ENGLAND

Intermodal growth, natural gas vehicles and equipment efficiencies.

Intermodal Growth

Over the last three decades, a large amount of freight has been moved via intermodal, which involves a partnership between trucking companies and railroads. Freight is moved on trucks for the local portions of the move and on the railroad for the vast majority of the load. This mode of transportation

has grown dramatically and has reduced the number of trucks necessary to move freight in our nation. In fact, the carbon footprint for a load is reduced by 60 percent when freight is transported via intermodal instead of the traditional long-haul trucks.

Salt Lake City is a growing intermodal hub and the Union Pacific operates a state-of-the-art intermodal terminal here. The continued growth of intermodal will allow for fewer trucks on the road and a more efficient method of moving freight.

Natural Gas Vehicles

Though the vast majority of the freight in our nation moves on diesel trucks, there have been exciting developments with the proliferation of natural gas vehicles (NGV). Natural gas is cleaner burning than diesel, with most estimates showing a reduction of greenhouse gas emissions by 20 percent. Both compressed natural gas (CNG) and liquefied natural gas (LNG) options have become available in the last five years. However, the lack of infrastructure, along with prohibitive costs, has limited the growth of NGV trucks.

But, over the last few years, several trucking companies have begun to utilize NGV trucks into their fleets. Though the applications are limited currently, there is a bright future for NGV as the fuel is significantly cheaper than diesel fuel. NGV opportunities are expedited by federal and state grants, including those recently offered by the State of Utah, through

see **CLEAN AIR** pg. **F10**



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Director makes annual report of Utah Trucking Association

We have had a landmark year at the Utah Trucking Association with our beautiful new building, record breaking membership numbers and numerous added member benefits. As we reflect on this past year's accomplishments, we would like to give our members a "State of the Association" address.

Membership

The UTA currently has 528 members, a makeup of 342 carrier members and 186 allied members. These numbers reflect an 18 percent increase in membership from last year. Our executive director, Rick Clasby, and UTA President Scott Godfrey have made a special effort this year to visit many of our members at each of their own offices. This effort resulted in approximately 68 member visits totaling 33 hours, or an average of half an hour per visit. Rick, Scott and the rest of the UTA staff and leadership look forward to expanding the number of visits even more this year as our membership continues to grow.

Member Services

We have been hard at work bringing you added member benefits and we maximize your membership and our

strength in numbers. Here are some of the benefits we added this past year:

• Association 401k Plan.

The Utah Trucking Association 401(k) Plan, from a government reporting standpoint, is treated like one large plan. The end result for you is a 401(k) plan with competitive investments, outstanding service, and someone else doing a majority of the plan maintenance

legwork. With more than 500 members in our association, we bring a large, powerful group to one unified plan. When you utilize the Utah Trucking Association 401(k) Plan, you have all the advantages and flexibility of a stand-alone plan sponsor, but avoid the expenses and administrative headache associated with sponsoring a stand-alone plan.

• Legislative Bill Tracker.

Our Weekly Legislative Bill Tracker Summary keeps UTA members up to date on the happenings of the Utah Legislature during the legislative session, which lasts 75 days at the beginning of the year.

The Bill Tracker includes summaries of bills, the bills' location in the Legislature, comments from UTA staff, and a place for you to leave your own comments. The Bill Tracker allows UTA staff to receive your input and

represent each of you in the best way possible to various government authorities. To receive the UTA Bill Tracker, send your request to sasha@utahtrucking.com.

• JJ Keller Training On-Demand Videos and Online Training Modules.

The Utah Trucking Association has



SASHA SEEGMILLER

see UTA pg. F11



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Third-party logistics companies great choice for smaller shipper

A third-party logistics company (3PL) is an intermediary (freight broker) that helps to arrange transportation between shippers and carriers. As such, 3PLs do not own any equipment. There are 14,000 licensed 3PLs in the U.S. that play a very important part in the transportation industry.

Large carriers will typically move vast volumes of freight between major cities. By doing so, they "pack the lanes" and can turn a good profit. But when it comes to transporting freight to smaller cities such as Blanding, Utah, or Cody, Wyoming, big carriers become less efficient. Smaller carriers do a much better job of transporting loads to these smaller towns and cities. The trick, however, is to find these small carriers when they are needed so that the load can be picked up and delivered on a timely basis. This is where 3PLs excel. Over time, a 3PL will develop important business relationships with thousands of carriers of all sizes to meet the needs of their shippers.

There's another way that 3PLs are valuable to the transportation industry. Think in terms of the incredibly bad weather experienced in many states in the U.S. during January and February. Bad weather affects all carriers in their

ability to timely move freight for their shipper customers. Carriers of all sizes suffer because they end up waiting out storms before they can move once again on the interstates. They must deliver the current freight on their trucks before they can pickup freight from another customer to transport their load. The whole transportation system breaks down and goes "out of the normal rhythm." But, 3PLs will search their databases to find trucks in the area to move these loads that clog a shipper's dock to get them moving to destination. When the trucks that have the freight on them that got caught in the storms can finally deliver their freight, they too will need loads to help them keep moving. Once again, 3PLs can help them find the loads to get back to where they need to go and eventually get the system back to a normal rhythm as the weather improves.

Small carriers have a difficult time surviving in the transportation industry. And 3PLs also provide Quick Pay options for the carrier so that he can be paid for delivery on the same day he delivers the freight instead of waiting for 30 days to be paid. This allows the small carrier to have immediate funds to purchase fuel for his next load and to pay his bills on time even though the

3PL will not be paid by its shipper for another 30 days. Most large 3PLs therefore act as "banks" for the small carrier. This keeps the whole system functioning.

A little appreciated service that 3PLs perform for their shippers is to qualify the carrier they will be using. Unless the carrier has an acceptable safety rating as determined by the Federal Motor Carrier Safety Administration, has at least \$1 million in public liability insurance and \$100,000 of cargo liability insurance, the 3PL will not arrange transportation for the shipper's load on that truck. Shippers often do not realize how

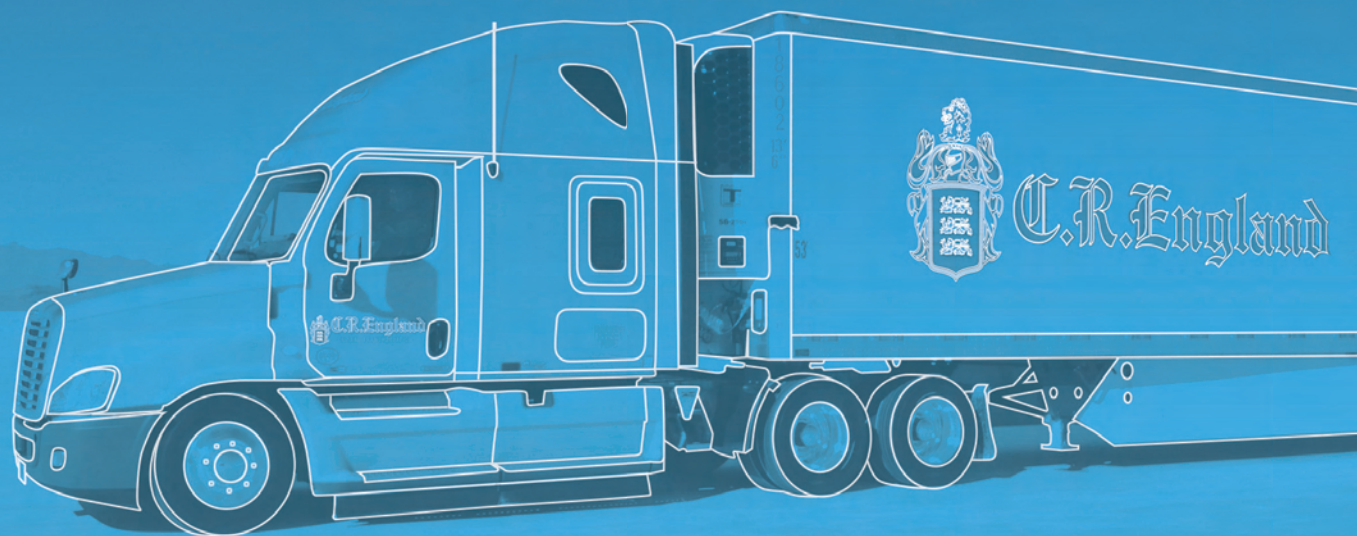
many carriers do not meet these carrier qualifications and can find themselves in trouble when they use such a carrier.

So, 3PLs help shippers avoid a lot of problems with moving their loads and in avoiding unqualified carriers. All 3PLs are required to have at least a \$75,000 bond to protect the public. The 3PL industry continues to grow and prosper by providing these services to its shipper customers.

Dave Van Otten is the chairman and former CEO and president of Freight Tec Management of Salt Lake City.



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Kyle Treadway

Treadway is Truck Dealer of the Year

Kyle Treadway of Salt Lake City received the 2014 Truck Dealer of the Year award from the American Truck Dealers (ATD) at the annual ATD Convention and Expo in New Orleans, Louisiana.

Treadway is president and dealer principal of Kenworth Sales Co., which is based in Salt Lake City and operates 20 Kenworth dealership locations in Idaho, Montana, Nevada, Oregon, Utah, Washington and Wyoming.

"Kyle Treadway is an outstanding leader. Under his excellent leadership and vision, Kenworth Sales Co. has expanded from three locations to 20 locations since 1999," said Gary Moore, Kenworth general manager and PACCAR vice president. "He also carries on the tradition of this third generation dealership. Kenworth Sales Co. was founded in 1945 by his grandparents and Treadway took over the business from his father, Gene Treadway, in 2000. This special ATD recognition for Kyle is well-deserved."

"This is a very special honor for all of Kenworth Sales Co. and its 700 dedicated employees throughout the western United States," said Treadway. "We strive every day to provide excellent customer support and high-quality Kenworth trucks, parts and service to our customers."

ATD represents about 2,000 medium and heavy duty truck dealers. ATD members share in National Automobile Dealers Association (NADA) programs, services and benefits.

What's in a name? The current state of 'logo liability'

Beginning in the 1950s, the Interstate Commerce Commission (ICC) adopted regulations that required motor carriers to place "identification devices" (i.e., placards or logos) on the vehicles they leased in order to identify that the vehicles were operating under the motor carriers' authority.

These regulations required the lessee motor carriers to remove the placards/logos and other identification markers from the leased vehicles before returning the equipment to the owner and terminating the lease. Based on these ICC regulations, several courts created and followed the doctrine of "logo" or "placard" liability.



NATHAN SKEEN

Under this theory, trucking companies could be held liable for the negligent operation of a vehicle that bore the company's placards, regardless of whether or not the leased truck was being driven on behalf of the company (see *Rodriguez v. Ager*, 705 F.2d 1229, 10th Cir. 1983, motor carrier held liable for accident caused by truck bearing carrier's logo, even though motor carrier notified owner that lease was terminated prior to accident and the motor carrier did not arrange or know of trip during which accident took place).

In 1986, however, the provisions requiring the lessee motor carrier to remove the placards before terminating

the lease were repealed and replaced with a provision that requires leases to specify which party will remove the identification markers from the vehicle upon lease termination.

In that same year, the ICC disavowed the "logo liability" rule and noted that its regulations were never intended to assign liability based on the existence of placards or logos. In light of this amendment, most courts shifted away from relying on the logos on a vehicle to determine the existence of a lease and the responsibility for harm caused by the vehicle.

This includes some district courts in the 10th Circuit, the federal court with

see LOGO pg. F7



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Spring of 2014 finds trucking in pretty good shape

By most accounts, trucking continues on the positive path of growth and expansion. While certainly there are areas of concern, the positives outweigh the negatives as this \$642.1 billion industry steers the U.S. economy.



ERIC MEYERS

While tonnage dipped at the end of 2013 and beginning of 2014, it was up 2.3 percent in the first quarter of 2014 over the first quarter of 2013. And that is on the backdrop of seeing November 2013 be the all-time high in the tonnage index, a metric created by the American Trucking Association (ATA) to measure trucking activity.

Most in trucking would agree that the landscape continues to improve. Without lessening the fantastic work that trucking companies provide on a daily basis, it is, in general, a commoditized business. My 53-foot dry van can carry the same thing as your 53-foot dry van and go to the same places. So, price becomes a big decision point when shippers choose a trucking company to haul their freight. When capacity (number of trucks available to haul freight) is high compared to demand for freight service, rates become very competitive. In today's environment, supply and demand are fairly balanced and trucking companies are receiving relatively good rates for their services.

The supply and demand stability can be seen in a variety of places. For example, DAT Solution's Load to Truck Index has remained at around a three to one ratio for several years. The number of fleet failures has remained very low at less than 200 per quarter the last several quarters compared to nearly 1000 per quarter the first few quarters of 2008.

So what is the trucking industry concerned about in 2014?

Hours of Service for Drivers Affecting Efficiency

In July, 2013, the Federal Motor Carrier Safety Administration implemented changes to the hours a driver could work on a daily and weekly basis. These changes have affected the efficiency of many drivers and fleets. According to the American Transportation Research Institute's (ATRI) November 2013 survey of over 2,300 drivers and 400 motor carriers, the new rules have had economic and operational impact. More than 80 percent reported productivity loss and nearly half said they needed more drivers to haul the

same amount of freight. Sixty-seven percent of drivers surveyed reported a decrease in pay since rules went into effect and a decrease in quality of life.

The hours of service changes have added to the carriers' strain of recruiting and retaining drivers.

Driver Recruiting and Retention

According to the ATA, driver

turnover for fleets of all sizes has been over 90 percent for the past six quarters in a row. While small fleets generally have lower turnover than large fleets, it is still a huge issue for the entire industry. The ATA estimates there is at least a shortage of 30,000 drivers right now; some experts place that number even higher. As the economy improves and more freight is hauled, even more drivers will be needed. Additionally, as unemployment falls, improving

sectors such as construction and manufacturing could eat into the potential driver pool. The average age of a commercial driver in the U.S. is 55, according to the Bureau of Labor Statistics, and tens of thousands will be retiring soon.

Certainly market conditions will shape the possible solutions, which could include increased wages for drivers, heavier amounts of freight

CONTINUED next page



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FROM previous page

hauled per load, or other options. How much of wage increases can be passed on to shippers and consumers remains to be seen. As recently as 2012, a bill to increase the maximum weight of trucks from 80,000 pounds to 97,000 pounds failed.

Equipment Efficiency

Trucking companies have always had to deal with managing their equipment to maximize their profits. New equipment is a significant capital expenditure and aging equipment increases maintenance costs. The numbers show that many fleets are finally starting to replace worn trucks and trailers. In an uncertain

LOGO

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appellate jurisdiction over the District of Utah (see *McCurley v. Shapkovoff Moving Serv. Inc.*, 2013 WL 1680008, concluding that the 1986 amendments demonstrate that trucking companies cannot be held liable under "logo liability" doctrine). Courts now generally focus on the intent of the parties to the lease (i.e., whether the trucking company terminated the lease and attempted to remove its placards and logos from equipment).

While most courts have departed from the doctrine of "logo liability," not all have completely abandoned the concept. For instance, a federal court in New York applied logo liability in 2001 to find a carrier vicariously liable for a driver's negligence because the truck was under lease to the carrier and bore the carrier's logo (*Reliance Nat. Ins. Co. v. Royal Indem. Co.*, 2001 WL 984737, S.D.N.Y.). Other courts have recently indicated that the theory "may still be viable" (*Occidental Fire & Cas. Co. of North Carolina v. Soczynski*, 2013 WL 101877, D. Minn.).

Additionally, even though the placement of logos or placards may no longer establish the existence of a lease or responsibility for an accident, the use of placards may still be used as evidence to show that a lease continued to be in effect at the time of an accident.

Based on this uncertainty, the safe approach is for carriers to ensure that their logos and placards are immediately removed from equipment upon the termination of a lease and to create a written record indicating the date and time a lease is terminated.

If you have questions on what steps you need to take to protect your company, make sure you ask your lawyer for guidance.

Nathan R. Skeen is a lawyer with the Transportation Practice Group with Snow, Christensen & Martineau. He can be reached at (801) 322-9166 or nrs@scmlaw.com.

economic environment, investment in equipment replacement indicates positive sentiment. Orders for new trucks and trailers are high while at the same time the average age of trucks on the road remains high as well. It will take time for those numbers to come down as many fleets skipped a few replacement cycles when the economic outlook was less certain.

Electronic Logging Devices

While it will still be a few years down the road, it looks as if every truck on the road will be required to utilize electronic logging devices (also known as electronic onboard recorders), which will replace paper log books. All of the details of the rule have yet to be worked out so the specific date of implementation remains to be announced. Different transpor-

tation groups see this change affecting truckers to varying degrees. The majority of large fleets already utilize electronic logging, so there will be minimal impact felt there. Small fleets and owner-operators will certainly have to purchase units at early estimated costs of \$165 to \$832 per truck. Beyond the costs, groups such as OOIDA (Owner-Operator Independent Drivers Association) contend this is a "big brother" mandate and that it does not add to safety as the rule intended. How much the new requirement will change trucking remains to be seen.

Trucking's Image

While transportation groups and associations have always promoted the positive image of the industry, the effort seems to be on the rise. As recently as March, several associations and vendors launched a public

image campaign called "Trucking Moves America Forward." This coalition was simply created to promote an even more positive public image of trucking.

Locally, I am sure many of you have noticed the continued messaging regarding trucking in Utah. The "Truck Smart" campaign from Utah's Department of Transportation continues to use mass media and public education to promote safety and awareness of trucks on the road.

Certainly many more regulatory, economic and social changes will affect trucking in the coming years. It is my contention that trucking will adapt as it always has and remain the most utilized mode of transportation in moving goods through the sophisticated supply chain of America.

Eric Myers is president of Diversified Transportation Finance in Park City.

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Top Trucking Companies in Utah

Ranked by Number of Power Units in 2013

Company Name Address	Phone Web	# of Power Units in 2013	# of Flat Beds # Refrigerated # of Dry Vans	Full Load Carriers	Annual Miles	Top Local Executive
		Gross Sales in Utah in 2013		Less than Truck- load Carriers	# of Utah Employees	
C. R. England 4701 W. 2100 S. Salt Lake City, UT 84120	801-972-2712 crengland.com	4,454 \$248.1 million	26 5,750 984	Yes Yes	578.3 million 1,614	Dan England
Pride Transport Inc. 5499 W. 2455 S. West Valley City, UT 84120	801-972-8890 pridetransport.com	418 \$112 million	10 600 50	Yes Yes	46.6 million 505	D. Jeffery England
Andrus Transportation Service Inc. 3185 E. Deseret Dr. St. George, UT 84790	435-673-1566 andrustrans.com	320 \$14 million	DND 0 800	Yes No	32.8 million 230	James R. Andrus
Kilgore Companies 7057 W. 2100 S. West Valley City, UT 84128	801-250-0132 kilgorecompanies.com	315 \$115 million	DND DND DND	n/a n/a	3.5 million 650	Jason T. Kilgore
Barney Trucking Inc 235 S. State Rte. 24 Salina, UT 84654	435-529-3701 barneytrucking.com	220 DND	2 0 2	Yes No	28 million 381	Brad Barney
Kelle's Transport Service Inc. 5305 W. 2400 S. West Valley City, UT 84120	801-975-8000 kts.com	200 \$40 million	0 356 0	Yes No	25 million 250	Kelle Simon
LW Miller Companies 1050 W. 200 N. Logan, UT 84321	435-753-8350 lwmillier.com	160 \$44.5 million	0 90 0	Yes No	19.7 million 345	Larry W. Miller
Godfrey Trucking 6173 W. 2100 S. West Valley City, UT 84128	801-972-0660 godfreytrucking.com	97 DND	10 0 200	Yes Yes	10.1 million 95	Scott Godfrey
James H. Clark & Son Inc. 4100 S. 663 W. Salt Lake City, UT 84123	801-266-9322 jameshclark.com	92 \$22 million	0 125 5	Yes No	9.2 million 135	Gregory D. McCandless
Sinclair Trucking Co. 550 E. South Temple Salt Lake City, UT 84102	801-524-2700 sinclairoil.com	86 \$26.8 million	2 0 140 (Tankers)	Yes No	6.1 million 23	Mark Petersen
Sharp Transportation Inc. 390 N. 900 E. Wellsville, UT 84339	435-245-6053 sharptrucking.com	75 \$18.7 million	0 30 168	Yes Yes	8.7 million 99	Zan Sharp
Parke Cox Trucking Co. Inc. 4250 S. River Rd. St. George, UT 84790	435-628-0886 coxtrucking.com	73 DND	18 0 108	Yes Yes	7.3 million 85	Don Cox
Alpha Transport Inc. 1655 W. 1900 N. Salt Lake City, UT 84116	801-363-8222 alphatransport.com	51 \$13 million	2 0 27	Yes No	3.5 million 73	Jack White
Montana Brand Produce 1483 Beck St. Salt Lake City, UT 84116	801-532-2573 montanabrandproduce.com	40 \$7 million	0 75 0	Yes No	5.2 million 20	Chris Drakos
Stokes Trucking Inc. 14400 N. Hwy 38 Collinston, UT 84306	435-458-2268 stokestrucking.com	35 \$10.6 million	1 58 17	Yes Yes	4.2 million 32	Julie Stokes

Top Trucking Companies in Utah

Ranked by Number of Power Units in 2013

Company Name Address	Phone Fax Web	# of Power Units in 2013 Gross Sales in Utah in 2013	# of Flat Beds # of Refrigerated # of Dry Vans	Full Load Carriers Less than Truck- load Carriers	Annual Miles # of Utah Employees	Top Local Executive
Geodyne Transport 1235 S. 3200 W. Salt Lake City, UT 84104	801-575-1110 geodyne.net	31 DND	0 13 0	Yes No	2.4 million 31	Jaden E. Kemp
Double D Distribution 455 W. 1100 N. North Salt Lake, UT 84054	801-292-7999 doubleddistribution.com	31 \$6 million	2 plus 63 Tankers 2 9	Yes Yes	2.5 million 35	Mark Droubay
DST Distributors Inc. 444 W. Spring Creek Pl. Springville, UT 84663	801-491-3781 dstdistributorsinc.com	25 \$7 million	0 15 400	Yes Yes	DND DND	D. Scott Tollestrup
Mountain West Container Services LLC 1345 Legacy View St. Salt Lake City, UT 84104	801-708-7095 mwcscy.com	17 \$3 million	DND DND DND	n/a n/a	700,000 9	Michael G. Stockwell/ Stephen W. Lindsey Jr.
EMH Transportation LLC 2597 W. California Ave. Salt Lake City, UT 84104	801-550-0513 emht.com	16 \$4.2 million	1 2 30	Yes Yes	1.6 million 28	Eric Gibbons
Bakston Freight Systems Inc. 1522 E. Commerce Dr. St. George, UT 84790	435-673-7971 bakston.com	12 \$2 million	0 0 33	Yes Yes	400,000 22	Jed Johnston



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CLEAN AIR

from page F1

funds provided by the Environmental Protection Agency. Grants are very important because they spur growth in NGV truck purchases, which allows for the building of natural gas fueling stations. Over the long term, NGV trucks need to be financially viable on their own without grants, but the short-term assistance is propelling these opportunities forward at a much faster rate. One additional side benefit of natural gas is that since it is sourced domestically, it is helping to reduce America's dependence on foreign oil.

Equipment Efficiencies

The trucking industry has made significant equipment improvements that allow diesel trucks to be cleaner and more efficient than ever before. In fact, the emissions from 65 trucks today equal the emissions from one truck in 1986. This type of improvement is the result of a lot of hard work and commitment across the industry. Truck engine manufacturers continue to make improvements that not only reduce emissions, but also allow for greater fuel efficiency. Trailer modifications, such as trailer wings and tails, have also garnered attention for

improving mile per gallon performance. Trucks have traditionally only been able to achieve approximately 6.0 miles per gallon (MPG), but all of the equipment enhancements have allowed for MPG to routinely exceed 7.5. All of these changes come at a financial cost, though in many cases the fuel savings offset the costs.

Wasatch Front Impact

My company, C.R. England, is actively involved in all three major trends. The company has the largest fleet of refrigerated intermodal containers in the nation. In the last year alone, England has eliminated approximately 80,000 metric tons of carbon through intermodal, which is the equivalent to the emissions from approximately 61,000 passenger cars. That has a nationwide impact, but approximately 55 percent of that volume would have touched Utah if that freight were moved on truck instead of rail. The company is also an adopter of natural gas trucks, currently utilizing both CNG and LNG trucks. The CNG trucks operate full-time along the Wasatch Front and they significantly reduce emissions compared to diesel trucks.

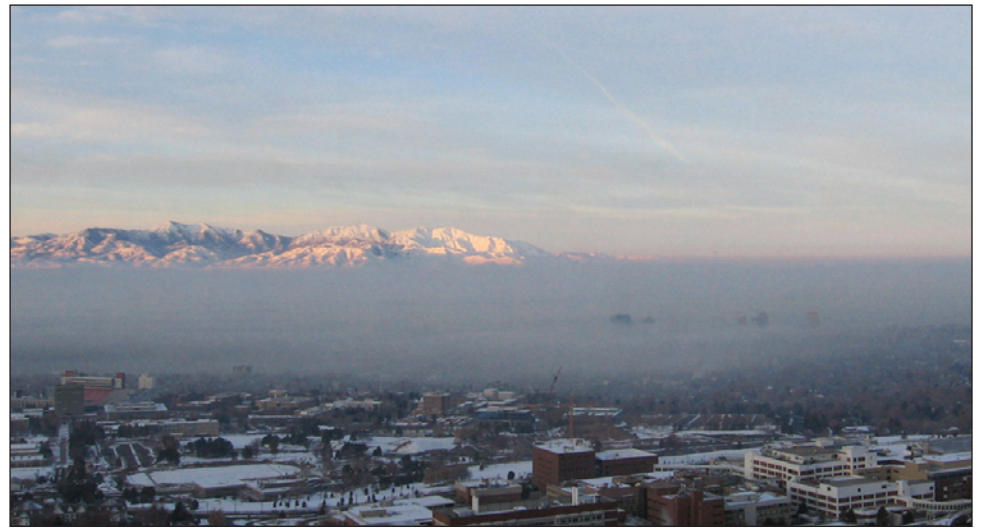
Ten additional LNG trucks are about to be introduced into our opera-

tions in the western U.S. and we continuously strives to outfit our fleet with the most aerodynamic and fuel-efficient equipment in the industry, constantly working with its vendor partners to produce better results.

All residents of the Wasatch Front deserve to breathe clean air. As a vital part of the economy, the trucking industry has taken its responsibility very seriously to not only deliver freight on time and safely, but to do so in an environmentally responsible way. The advancements noted above are the result of decades worth of innovation and there is still plenty of opportunity

for improvement. The inversion problem on the Wasatch Front will only be solved by individuals, communities, businesses and the government, all focused on making the necessary improvements to drive lasting change.

Zach England is the chief operating officer overseeing the Dedicated and Intermodal divisions of C.R. England Inc., a Salt Lake City-based global transportation provider and the world's largest refrigerated carrier. He received a BS degree from the University of Utah and an MBA from Rice University.



The trucking industry has taken bold steps to help alleviate the effects of dirty air common to the Wasatch Front during the frequent winter inversions that trap pollutants in the valleys.



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WHEN IT COMES TO THE BEST, OUT-WEST OVER THE ROAD TRAILER SALES, TRUCK EQUIPMENT, SNOW AND ICE CONTROL EQUIPMENT, CNG CONVERSIONS, FABRICATION, PARTS, SERVICE, AND REPAIR, SEMI SERVICE IS SECOND TO NONE. FOR NEARLY 40 YEARS, WE'VE PROUDLY SERVED ALL 11 WESTERN STATES ESTABLISHING OURSELVES AS THE PREMIER LEADER IN NEW AND USED EQUIPMENT SALES, PARTS, AND SERVICE FOR OVER THE ROAD DRIVERS AND COMMERCIAL TRUCK BUILDS.



UTA

from page F3

purchased the rights to disperse more than 150 various interactive training modules and videos to our members at a discounted rate. This service allows the UTA members the opportunity to train staff at their own offices and schedules. This also allows access to this immense library without having to individually license materials.

To obtain any of these videos, let UTA staff know which one you would like, and we will then immediately send you a link to that video. All video training sessions will be active for 30 days. They can be viewed as many times and by as many people as you would like, at a rental rate of \$35 each.

Online trainings are rented on an individual basis and allow the administrator (carrier/company) to set a standard for each interactive training participant relative to scores, due dates and quizzes that they must achieve in order to successfully complete the training. The administrator can also see whether or not the participant has taken the training on time or if they still need to complete it. This also provides a paper trail for future reference as needed for audits or other necessary documentation.

Interactive trainings are priced on a point system of \$2 for every one point per participant. The points are listed next to each training title. To see the complete list of titles offered in the interactive training and on demand videos, head to the UTA website and click on "Resources," then click on "Supplies."

• Discounts.

Various discounts have been negotiated for UTA members, such as NetWize, networking hardware and software support; Xilac phone systems; and Verizon Wireless, for up to 22 percent for corporate accounts through a National Purchasing Partner (NPP) contract.

Branding

As many of you may have noticed, we have a great looking new logo! As we re-designed this logo, we did so keeping in mind the rich and extensive history of the Utah Trucking Association and looking forward to the many years of progress to come.

Along with an updated logo, we have re-branded our apparel, websites, magazine and various collateral to reflect the timelessness and strength of the industry.

Communication

This past year, we have grown 56 percent on our Facebook page, grown 62 percent on our Twitter page and have created an association LinkedIn account. Along with the growth in these various forms of communication, we have increased the quality and quantity of information available on

these platforms.

If you have not already, please connect with us at each of our various social media sites by typing "Utah Trucking Association" in the search engine. We will continue to post fast, accurate and relevant information needed for your business and drivers.

The UTA has also improved the weekly newsletter, *Truckin' Hot News*, by adding more articles, better advertising opportunities and an updated layout. To receive this newsletter, send your request to sasha@utahtrucking.com.

New Building

With the opening our beautiful new building in October, we have had the opportunity to host 13 seminars, rent the building 11 times and have hundreds admire its architecture. Many who have toured the building have been impressed that the building has been so heavily funded by UTA members as it has been a testament to the strength and progress of the industry.

We invite all of you to come by and tour the new UTA building at 4181 W. 2100 S., West Valley City. Also,

if you are looking for a space to hold your next company party, seminar or luncheon, you can also rent the UTA building at a great discount from other competitors — only \$300 per day for members and \$400 per day for non-members.

You can find pictures of the UTA building on our website under "Events" and "Rent Our Space."

Seminars

We added 10 new seminars this past year, with topics including "Drivers and Drugs in an Accident," "ObamaCare Overview," "Enhancing Quickbooks" and "Internet Marketing." We will continue to host new and relevant seminars to help carrier and allied member alike improve their business strategies and platforms.

For more information on future seminars, check out our website, utahtrucking.com and click on "Seminars." To receive email communications regarding upcoming seminars, send your request to sasha@utahtrucking.com.

Outreach Initiatives

At the beginning of the year, many

of our members asked us to improve our public relations and educational efforts among the general public regarding truck safety. We took this request to heart and visited four high schools and 13 classrooms and talked with more than 325 driver education students about how to drive safely around the big rigs.

Each student was able to climb inside a tractor and take a look at the view drivers have out on the road. They were able to see the "No Zones" and understand the dangers and complication of driving big trucks.

The Utah Trucking Association looks forward to another milestone year and will work hard to continue to bring our members added benefits, greater representation and continued educational opportunities. If you have any questions, request or concerns, please feel free to contact us at (801) 973-9370.

Sasha Seegmiller is the director of communications for the Utah Trucking Association and the executive director of the Utah Highway Users Association.

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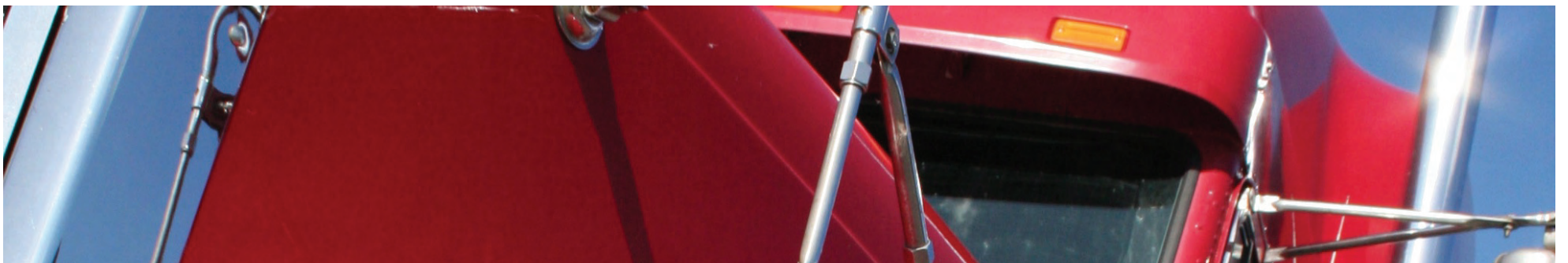
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Utah's *Voice in* TRUCKING

The Mission:

The Utah Trucking Association's is committed to provide the leadership, representation and education necessary to support its members in fulfilling their mission in the secure movement of America's freight. Providing well-trained and safe drivers, running profitable companies, and being responsible citizens in the communities of Utah and the Nation.



Valued Services with Membership:

Discounts on UTA Hosted Seminars:

- Drug/Alcohol Supervisor Training
- DOT Compliance
- Log Book Training
- HazMat
- Brake Certification
- Driver Retention

Discounts on Supplies/Forms:

- Log Books
- Vehicle Inspection Reports
- Federal Regulations Manuals
- Placards
- Medical Forms
- Emergency Response Guidebooks

Industry Publications and Website:

- Weekly Newsletter- "Truckin' Hot News"
- Bi-monthly magazine- "Utah's Voice in Trucking"

Advocating for the Utah trucking industry:

- Utah State Legislature
- Governor's Office
- Federal Congress and Senate bodies

Discounts on Services:

- 5% discount on Workman's Compensation
- Long Term Disability Insurance
- J.J.Keller Regulatory and Compliance Products
- An association sponsored multiple employer 401-K plan

Events:

- Annual Management Conference & Expo
- Safety Awards Banquet
- Driver Awards Banquet
- Safety Management Council Meeting
- Trucking Driving Championship
- Regional meetings in Southern, Northern and Basin Utah

www.utahtrucking.com  <https://www.facebook.com/utahtrucking>  <https://twitter.com/UtahTrucking>

We post almost daily to our Facebook and Twitter feed information we know will be useful to our members. We have 465 members and we are growing every day.

