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Upcoming Regulations  
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POST EXPO ISSUE:

PAGE 16

Wrapping up Expedite Expo 2015  
& Looking Ahead to **LEXINGTON!**

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William Swisher of A Plus Expediting Gives  
ExpediteNow a Look Behind the Scenes.  
PAGE 6

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COVER STORY

# Q&A: *A+* Expediting

William Swisher of A Plus Expediting Gives ExpediteNow a Behind the Scenes Look.

By Lawrence McCord, Publisher

### Tell us about yourself. How long have you been with A Plus?

I can tell you one thing for sure, this is the last place I expected to be! I came here from a long history in automotive/manufacturing and I've worked in the plastics, aerospace, and abrasives industries. I thought I would work in manufacturing my entire career. I used to be the guy that called companies like ours saying stuff like "I don't care how much it costs, I have to have this material on my floor by 9AM tomorrow!" And now I'm the guy that does exactly that for a large number of customers. I've been with A Plus almost 8 years now. I have worked in every department, and held every position and title there is at the company. Which has culminated in my current role as the Operations Manager for A Plus.

### Please give us a little history about A Plus.

The owner, Billy Back, founded the company in 2008 after having spent 12 years in the industry as a dispatcher. We started off very small too. There were only six of us in an office space that would fit in most any other business's conference room. My first desk here was a kitchen table! A Plus has had its share of struggle and strife along the way. We almost went out business in 2009 after landing a contract with a very large volume customer. Their business more than doubled what we were doing locally at the time, and that doubled driver payroll, which almost put us under. We have come a long way since then though. I am proud to say that even though we have had some very hard times, we have done nothing but continue to grow. While many other companies were closing and/or laying people off, we were (slowly) adding employees and drivers to our ranks. We have two facilities now, that between the two equate to almost 100,000 square feet. We have 30 full time employees now, and more drivers than we have ever had before.

### What are some of the biggest changes (or challenges) for drivers and carriers you've seen in recent years?

I would have to say fuel costs and HOS regulation changes. Between those two,

CONTINUED ON PAGE 8  
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## Q&A WITH A PLUS

CONTINUED FROM PAGE 6

I've seen a lot of drivers "downsize" from HOS regulated equipment to smaller equipment like Sprinters or cargo vans. Some of these drivers have just left the industry entirely for one of the two aforementioned reasons. That has made the demand much higher for straight trucks and tractors, and good drivers a lot harder to come by.

### What kind of drivers and equipment is A Plus wanting to partner with?

The same thing everyone else is looking for, experienced and reliable drivers! As for equipment, A Plus is really wanting to get more straight trucks and tractors into our fleet. We have a large demand for this equipment from our customers and we just can't accommodate all their work!

### Driver retention is very difficult in 2015. What kind of efforts is A Plus doing to improve driver retention?

A Plus does offer some, what I would call "perks", that others do not in an effort to get and keep drivers. We reimburse 100% of tolls, offer free Transflo, and even offer hotel discounts and reimbursements to drivers that are exclusive with us. Another thing, we do NOT do, is charge for tracking devices. We utilize current technology, using a free smart phone app that tracks our driver's location and also allows them to report detailed load information via the same app.

### Why do owner operators and drivers want to be part of A Plus?

We have a mindset of "the driver comes first". Without drivers, none of us would be here! It shows in our dispatch, and in the familiarity we develop with our drivers. That, and our entire fleet is comprised of owner operators, so drivers will never compete with "our trucks" getting loaded first.

### We are into the 4th Quarter of 2015. What kind of freight volumes do you expect for the remainder of the year?

While A Plus continues to see growth in volume, I could not solidly predict anything for the industry as a whole. Based off historical information and my experience, volume should continue to increase through the end of November. After November, the volume always seems to diminish quite a bit (around the Holidays). But again this is just based off what I have seen here at A Plus.

### Can you recall any recent situations where a A Plus driver "saved the day" for your customer?

Actually, yes. I have a dedicated customer that gives me all their local work, OTR work, FTL work, and even all their warehousing work. That customer gave me a hot expedite to GM Baltimore that was to pick up in the afternoon and deliver the next morning. My driver picked up this load on time but then had his truck break down THREE different times on the way there! The first truck broke down, he got a substitute truck. That substitute broke down, he got into another substitute truck. The third truck broke down, and was ultimately towed to the consignee. This driver had to transfer 8,000 pounds of freight from truck to truck each time. And when he was towed to the consignee, they would not unload him due to it being hooked to a tow truck, so this driver hand unloaded all 8,000lbs! His tenacity and dedication prevented a production plant shutdown, and both myself and my customer were very grateful!

### What industry organizations is A Plus affiliated with?

Not too many. We are a member of T.E.A.N.A., the Ohio Trucking

CONTINUED ON PAGE 10

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**Q&A WITH A PLUS**  
CONTINUED FROM PAGE 8

Association, and we're Smartway certified. Then there's my ongoing relationship with Expeditor's too of course!

**What's on the horizon for A Plus?**

Continuing our efforts to grow as a company. We've just brought on what I hope to be the first of many tractor/trailers, whereas our fleet has previously consisted entirely of cargo vans, Sprinters, and small/large straight trucks. And that unit is already completely booked with our local customers clamoring for its use daily, some even trying to steal it from one another!

**Reds or Indians? And Bengals or Browns?**

I'll have to "plead the fifth" on that one sir.

**You're located in Dayton, OH. What's something you would recommend a driver check out if laid over in Dayton?**

I'd recommend three varying things. The Dayton Dragons baseball for drivers that enjoy sports, the Dayton Art Institute for intellectual ones, and Scene 75 if you're just looking to have fun! Scene 75 has all sorts of fun activities including arcade games, go carts, restaurants, and much more. Although I have my own go cart to play with here in the warehouse, I still can't resist racing against my son and others on their track!

**Anything else you'd like our readers to know?**

Yes, sure. Come check out A Plus! You won't be disappointed you did!

**For more information on A Plus Expediting, call 888.896.1844**

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# expediteexpo® 2015

## Pictorial Review



▲ Expedite Expo 2015 packed an area of 80,000 square feet hosting almost 100 industry exhibits.

Friday kicked off and the chrome was shining, like this custom Kenworth tractor pulling a flatbed.



Dan Tilley > from Sprinter of Fort Mitchell discusses the features of the new Mercedes Sprinter to an owner operator and potential buyer.



▲ Ray Lawrence, President of EsparParts.com, gives away \$500 CASH at the close of the Expo on Saturday



▲ The truck parking area was packed with straight trucks and vans.

Lawrence McCord, President of On Time Media, > LLC, counts out \$1000 cash to the lucky winner.



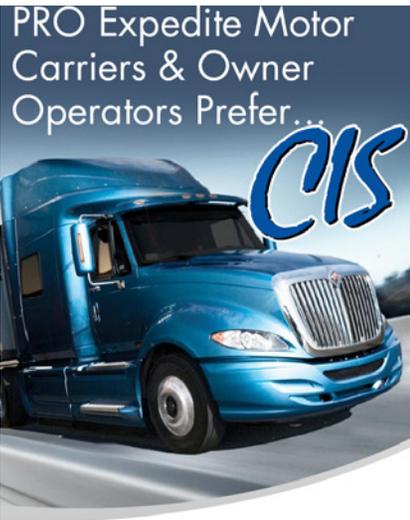
Bob Caffee, > Team Run Smart, pauses for a breather Friday at Casino Night hosted by CIS.



The Live Forums were a success. Most > of them had standing room only!

This year we saw some interesting new concepts, like this box truck brought by Wingstar. >





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# INSURANCE IZONE

by Shelly Benisch, C.I.C.

## Why High-End Units Should Have Their Own Occ Acc, and Phys Dam Policies

Independent Contractor Owner Operators are in greater demand than ever before, and the professionals in our Expediting Community have more insurance flexibility than ever before. Let's look at two options where you can take advantage of savings.

Occupational Accident is a great example. Some companies call it "Work Accident". I think of this coverage as "Workers Comp Light".

Understand that some inhouse "Occ Acc" plans base your premium on a percentage of your revenue, which means your rate is higher when you're doing well. Most independent policies you purchase yourself are based on a set monthly premium. Remember that a high value vehicle tends to stay quite busy in Expediting.

Physical Damage is another example. Some in house plans are based on a set percentage of your vehicle's Actual Cash Value with a pool of other drivers, while most independent policies are based more on your personal driving history and insurance score. In fact, if you have a high value vehicle with a good score, your premium for Comp and Collision can actually be lower than someone with a low value vehicle.

The rule of thumb here is that in most cases the higher the value of your vehicle the more you can benefit greatly with your own Occ, Acc, or Phys Dam policies. **EN**

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# On Your Radar:

## Upcoming Regulations That Impact Expeditors

By Sean M. Lyden, Staff Writer

When it comes to trucking regulations, June 2015 was a busy month with federal agencies announcing a new finalized rule (electronic stability control), a proposed rule (Phase 2 GHG emissions), and strong recommendation (collision avoidance systems). But as an expedite owner-operator or fleet owner, why should you care? How will these announcements impact your business?

**E**xpedite NOW has combed through the government's press releases and hundreds of pages within the rulings and reports to pull together the most relevant highlights for you.

### Electronic Stability Control (ESC)

**Status:** Final Rule

**Target:** Heavy trucks and large buses

**Timeframe:** Beginning 2017

More Info:

[www.nhtsa.gov/Laws+&+Regulations/Electronic+Stability+Control+\(ESC\)](http://www.nhtsa.gov/Laws+&+Regulations/Electronic+Stability+Control+(ESC))

Imagine - you're driving at highway cruising speed when traffic directly in front of your truck comes to a sudden halt. But as you act to evade those vehicles, the weight in the freight box causes the entire truck to whipsaw and tip over. You avoided an initial collision,

but now your truck is careening out of control, on its side, putting your own life and that of the other drivers around you in danger.

The National Highway Traffic Safety Administration (NHTSA) believes that there is technology available that could save your life by preventing these types of accidents. And that's why NHTSA has mandated electronic stability control (ESC) systems for all heavy trucks (exceeding 26,000 lbs gross vehicle weight) beginning in 2017.

NHTSA estimates that ESC will reduce the number of untripped, rollover crashes (not caused by striking an obstacle or leaving the road) by up to 56 percent, preventing as many as 1,759 crashes, 649 injuries and 49 fatalities each year.

#### How do electronic stability control systems work?

In the ruling, NHTSA describes ESC functionality in these terms: "There have been two types of stability control systems developed for heavy vehicles. A roll stability control (RSC) system is designed to prevent rollover by decelerating the vehicle using braking and engine torque control. The other type of stability



CONTINUED ON PAGE 32  
[ExpeditorsOnline.com](http://ExpeditorsOnline.com)



## Tom & Pam Hughes Why Stoops Freightliner?



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## ON YOUR RADAR

CONTINUED FROM PAGE 30

control system is ESC, which includes all of the functions of an RSC system plus the ability to mitigate severe oversteer or understeer conditions by automatically applying brake force at selected wheel-ends to help maintain directional control of a vehicle.”

In other words, the ESC senses when the vehicle is beginning to lose its balance and automatically reduces overall truck speed through engine control and directs braking power to the appropriate wheels in a way that enables the truck to regain control.

NHTSA estimates that the average ESC system cost for heavy trucks to be \$585.

## Phase 2 Fuel Efficiency & GHG (Greenhouse Gas) Emissions

**Status:** Proposed ruling; final rule expected 2016

**Target:** Heavy trucks and trailers

**Timeframe:** Beginning model year (MY) 2018 for trailers; MY 2021 for trucks

More Info: [www.nhtsa.gov/fuel-economy](http://www.nhtsa.gov/fuel-economy)

In 2011, the Environmental Protection Agency (EPA) and NHTSA announced the first-ever fuel efficiency and greenhouse gas emission standards for medium- and heavy-duty trucks. The program was to be phased in over a four-year period, from model years 2014 to 2018.

This program is commonly referred to in the industry as “Phase 1 GHG Emissions,” which requires heavy-duty trucks, like what are used in expediter straight truck and tractor-trailer applications, to achieve up to 20 percent reduction in fuel consumption and greenhouse gas emissions by model year 2018, saving up to 4 gallons of fuel for every 100 miles traveled.

The program put the onus on truck manufacturers to use existing “off-the-

shelf” technologies in ways that achieve the target fuel economy improvements.

But now, fast-forward to June 2015. We’re about halfway through Phase 1, and the EPA and NHTSA have already constructed and announced a proposed ruling for Phase 2 GHG Emissions, with a final ruling expected some time in 2016.

Phase 2 is intended to build upon the previous standards and cover more than just the truck specification by including rules for trailers, as well. And the agencies estimate that under the proposed standards, fuel economy for tractor-trailers alone will improve by up to 24 percent, from the Phase 1 standard.

That is, by 2027.

The proposed Phase 2 standards begin in the model year 2021 (model year 2018 for trailers) and culminate in model year 2027.

**Hold on...2027? Twelve years from now? Why should I care now?**

Well, 2027 is the expected full phase-in of the rule. So, yes, that’s a long way out. But what’s more imminent are the new standards on trailers, which go into effect in less than three years from now.

Why are EPA and NHTSA proposing to regulate trailers? Here is how the agencies describe it in their joint Fact Sheet: “EPA and DOT each have statutory responsibilities to control heavy-duty vehicle pollutant emissions and fuel consumption. Trailers pulled by combination tractors are part of that vehicle. Trailers contribute significantly to carbon pollution emissions, and to the vehicle’s fuel consumption. Cost-effective technologies, including aerodynamic devices, low rolling resistance tires, and automatic tire inflation systems can offer significant CO2 emissions and fuel use reductions for the vehicle, providing a benefit to the environment and the

CONTINUED ON PAGE 34

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## ON YOUR RADAR

CONTINUED FROM PAGE 32

nation's energy security, and reducing fuel costs.”

The agencies contend that any cost increase to trucks and trailers because of the new technologies can be recouped by truck owners in less than two years from the projected fuel savings.

Remember, this is only a proposed ruling. A lot can change over the next year before it's finalized. Continue to watch for developments.

### Collision Avoidance Systems

**Status: Recommendation by NTSB; not yet a proposed ruling**

**Target: All new vehicles, including commercial trucks**

**Timeframe: TBD**

[More Info: www.nhtsa.gov/Research/Crash+Avoidance](http://www.nhtsa.gov/Research/Crash+Avoidance)

According to NHTSA, rear-end crashes kill about 1,700 people every year and injure half a million more. And the agency contends that more than 80 percent of these deaths and injuries might have been avoided, if all vehicles (including heavy-duty commercial trucks) were equipped with crash avoidance systems (CAS).

In June, the National Transportation Safety Board released its report, “The Use of Forward Collision Avoidance Systems to Prevent and Mitigate Rear-End Crashes,” presenting the case that currently available collision avoidance systems (CAS) is ready for widespread adoption and should become standard on all new passenger and commercial vehicles.

In the report, NTSB recommends that manufacturers make collision avoidance systems standard equipment in newly manufactured vehicles, beginning with collision warning systems, and adding

autonomous emergency braking once NHTSA completes standards for such braking systems.

#### How does CAS work?

The NTSB report provides this description: “A complete forward CAS works by monitoring the environment—either via lidar (light detection and ranging), radar, camera, or a fusion of different technologies—for potential conflicts, such as a slow moving or stopped vehicle. Then, when it detects a conflict, it begins the process of alerting the driver by initially preparing the brakes in anticipation of braking and alerting a driver through different warning cues. If the conflict persists, the system initiates AEB or provides additional braking force if the driver brakes too late or not strongly enough.”

The NTSB points out that the common argument against CAS is cost, and that's why only 4 out of 684 passenger vehicle models in 2014 included a complete forward collision avoidance system as a standard feature. The issue, the agency says, is that these systems are offered as options, often bundled with other non-safety features, making the overall package more expensive.

If CAS became required standard equipment, this might create economies of scale, making the price point more acceptable.

The NTSB's recommendation is just that, a recommendation and not a ruling. There is no timetable as to if or when CAS will become a requirement. But the safety benefits might be compelling enough for expeditors to, at least, consider installing CAS on their next truck. **EN**

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## Zinser:

The driver with the MBA goes with Fyda

Picture Dick Zinser. Picture a born and raised Ohio man from Mansfield, with a Bachelor's degree from Ashland University and a MBA from Xavier.

Zinser was a school teacher back in the 1960's and he had a 35 year career in banking and finance. Since then, he been in expediting for well over a decade with FedEx Custom Critical. Simply put, Dick is an outspoken, educated man and he knows what he is doing in trucking. So when Dick looks to buy an expedite truck, where does he go?

While signing on with FedEx Custom Critical in 2004, Dick looked into several different dealerships East of the Mississippi. But the place that just worked best for Dick, was Fyda Freightliner in Columbus, OH. In the same year, he bought his first straight truck from John Lalonde at Fyda and has not stopped since.

"John to me, is very, very good," Dick said. "After developing a relationship with John, I know that he is cordial and knowledgeable about his product. He answered every question I had about trucking." When asked, Dick said that John not only provided him with a truck, but with valuable information about the expedite industry's trends and current events. "I want to know things other than just the truck itself. I want to know the overall business, the resale, and so on.



He had the information for me, and that's how I got with John Lalonde."

Dick didn't stop with his first purchase in 2004. Today, he owns 10 trucks, all from Fyda, and "plan to buy two to three more this year when the 2016 chassis get in."

When asked if he would recommend John Lalonde and Fyda Freightliner to others, Dick confidently stated, "I definitely would. Again, I probably will buy two or three more from him this year. I would recommend him. I've met the general manager [at Fyda] and he is a super individual. I've met Tim Fyda and I'm very comfortable with Tim as well. I'm comfortable with that entire line of Fyda Freightliner."

In closing, when asked about his overall experience in Expedite, Dick replied, "I wish I had gotten into this business sooner. Even at my age, it's going to difficult for me to leave this business. I'm going to be connected with it for a number of years to come, and I sincerely hope I have the relationship with Fyda then that I have today."

**For more information on Fyda Freightliner, please contact John Lalonde at (800)-589-3932 xt 1214.**

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