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# EXPEDITE NOW MAGAZINE

Volume 15  
Issue 2

**The Story of  
ExpediteNow  
Magazine**

READ ON  
PAGE 14



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**R+L CARRIERS**  
Spotlight

R+L introduces their new  
game changers to the driving  
community **PAGE 6**



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**6** R+L introduces their new game changers to the driving community **R+L CARRIERS**

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Feature



**14** **15 Years:  
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Expedite Now is written for professional owner operators and drivers working in the expedited trucking industry.

Our editorial policy encompasses informing drivers, fleet managers and carriers of the news and information about the expedited trucking community.

News and feature articles are compiled to keep owner operators and drivers apprised of industry trends and events, and other issues which impact those who move this industry.



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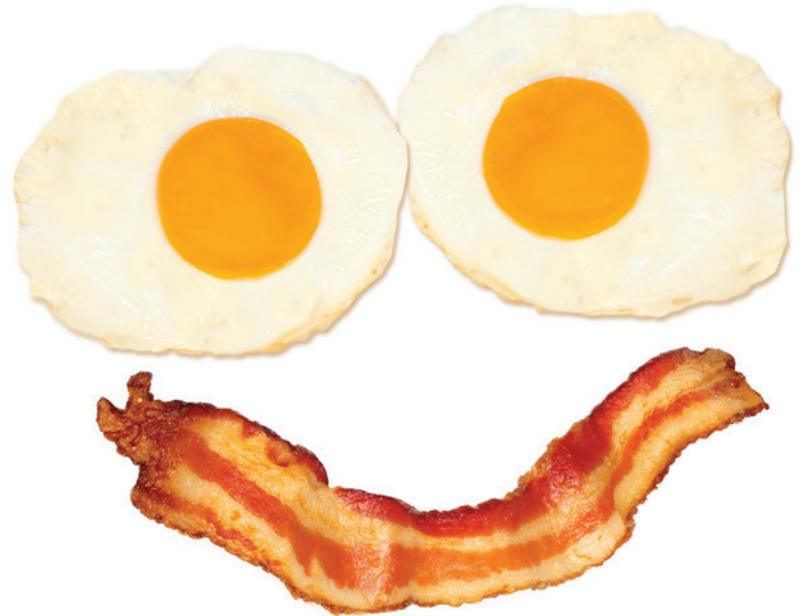
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# The Story of ExpediteNow Magazine



By Sean M. Lyden,  
Staff Writer

## FEATURE

"This issue marks the 15th anniversary for Expedite Now. And the magazine has come a long way from those early days, when the circulation was only 500 readers. "



## It was

a chance encounter at a Cincinnati mall parking lot in the early 1990's that sparked Lawrence McCord's interest in expedited trucking.

"I saw an expeditor in a cargo van who was laid over at that parking lot," McCord recalls. "And I saw this bubble on top of the van and asked him, 'What is that thing on top?' He said, 'It's a satellite.' I said, 'A satellite? And then you can know where you are?' He said, 'I know exactly where I'm at.' I'm like, 'That's just amazing!' And I wanted to learn more."

A few months later, McCord bought his first van and signed on with Roberts Express (now Fed-Ex Custom Critical) in 1993.

That encounter—and McCord's decision to get into the business as an owner-operator—set in motion a series of events that eventually led to the launch of ExpediteNow Magazine a decade later in 2003.

This issue marks the 15th anniversary for ExpediteNow. And the magazine has come a long way from those early days, when the circulation was only 500 readers. Today, it's considered the go-to resource for industry information that reaches over 24,000 subscribers and is available at most major truck stops across the U.S.

So, how exactly did the first—and only—print magazine for the expedited trucking industry come to be 15 years ago?

I recently spoke with McCord to learn more about the story—how it all began

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and how the magazine continues to thrive in a media landscape where so many other publications struggle to survive. Here are the edited highlights from our conversation.

**EXPEDITENOW: TAKE ME BACK TO THAT MEETING WITH THE EXPEDITER IN THE MALL PARKING LOT. WHAT DID YOU LEARN FROM HIM THAT GOT YOU THINKING THAT EXPEDITING TRUCKING COULD BE A CAREER PATH FOR YOU?**

Lawrence McCord: I was looking for something that would give me independence—dependence from a desk, independence from a typical job schedule. I wanted to control my schedule. And I wanted to get out and start doing things—on my own time. So, when I met this guy, the way he described what he was doing sounded like it would be perfect for me. You know, set your own hours, earn as much as you want to earn, and with the risks also comes the rewards. That's what I was looking for.

**IT WASN'T LONG AFTER THAT MEETING THAT YOU BOUGHT YOUR FIRST CARGO VAN IN 1993. AND THEN, SIX YEARS LATER IN 1999, YOU STARTED ON TIME MEDIA WITH THE LAUNCH OF EXPEDITERSONLINE.COM (EO). WHAT LED YOU TO TAKE THAT STEP TO START A WHOLE NEW VENTURE?**

At that time, there was no place to get information on how to run your expedite business. There was no resource available. I was interested in becoming

a fleet owner—which I ended up owning three vans—and I wanted to learn more about how to grow my fleet. But there was nothing out there for us to get information. So I put up a web page—really for myself—so I could network with other expeditors and learn. And with time, the website and our online community just grew.

**WHAT TYPES OF TOPICS WOULD YOU COVER BACK THEN ON EO?**

Topics like what parts of a city to be in. I mean, every city is different. In Detroit, it's good to be near I-75. In Atlanta, it's good to be either north of Atlanta or south of the city, but not in the city. And we would cover truck stops and amenities. At that time, the Detroit truck stop in Woodhaven, Michigan had amazing showers that would blow away even a nice hotel. So, it was just really sharing information on things like that or on how to grow your fleet and so forth. When we started EO, they didn't call it blogging back then, but we were blogging and sharing experiences right from Day One.

**WHO WAS WITH YOU AT THAT TIME WHEN YOU LAUNCHED EO?**

It was myself, my wife, and our writer at the time—rest in peace—Jeff Jensen. Jeff was also an owner-operator for Roberts and eventually came off the road to write full time for EO and the magazine.

**SO, YOU STARTED WITH EXPEDITERSONLINE, AND THEN A FEW YEARS LATER, IN 2003, YOU LAUNCHED A MAGAZINE EXPEDITENOW. WHAT LED YOU TO TAKE THAT NEXT STEP—AND A BIGGER RISK—TO START A PRINT**

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**PUBLICATION?**

One of the big inspirations for the magazine—and this is hilarious now that I think about it—was I would bump into people who knew about ExpeditorsOnline—followed it and read it—and they would print off all these pages from the website so they could share the articles with their friends. And I'm thinking, "Wait a minute! We've got to do something with this." And then on the business side, we realized that less than 50-percent of drivers were online at that time. So, we wanted to also reach the people who weren't yet on the internet.

**NORMALLY, WHEN YOU LAUNCH A PRINT MAGAZINE, YOU HAVE THOSE EARLY DOUBTS—YOU KNOW, "DID WE DO THE RIGHT THING?" "WILL THIS REALLY MAKE IT?" WHAT WERE THOSE EARLY DAYS OF THE MAGAZINE LIKE FOR YOU?**

Yeah. What really helped us was that our advertisers and our sponsors believed in it. At the time, they had no marketplace to reach the expedite community. When they would advertise in other national trucking publications, they didn't stand out. ExpediteNow changed that dynamic. And today, we have several advertisers who've never not been in an issue of the magazine—they've been in every single one for 15 years. That amazes me. Even in 2008, during the "Great Recession," they stood by us. We could never have done it without them in those early days—and

today. I'm forever grateful for those companies.

**SO, WHAT DO YOU ENVISION FOR THE FUTURE OF EXPEDITENOW?**

I think the print magazine will continue to have its place, especially on our truck stop distribution side. After all, where are drivers? They have to stop at a truck stop, right? If they want a cash advance, get a meal, fuel up, or take a shower, that's where they're at. So we're going to continue to be there. I remember a few years ago when some many in the publishing industry would talk about how, "Print is over, print is dead." Well, maybe that's true in some cases. But it really comes down to what kind of information you have. And we have very specific information for a very specific audience—and the magazine will continue to thrive by keeping that information relevant and useful for our community. **EN**



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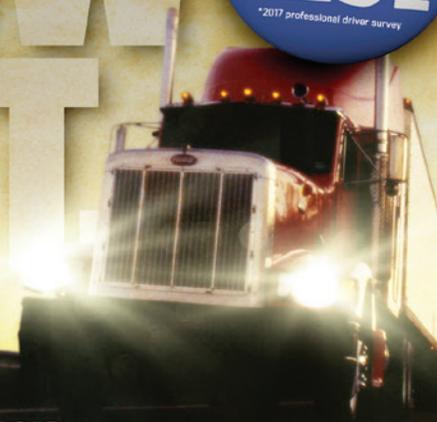
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# How to Keep Your Marriage Together **WHEN YOU'RE DRIVING TOGETHER**



By Sean M. Lyden,  
Staff Writer

**EXPEDITE NOW**  
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But then, within days—or perhaps hours—of getting on the road together, reality hits.

"We went from a large, three-bedroom ranch-style house on seven acres to an OEM sleeper, and we were bosses in our previous jobs," says Linda Caffee, who has been an expedite owner-operator with her husband Bob since 2005 and will be celebrating their 40-year wedding anniversary this year. "Then we went to being drivers who were told—between

hours of service (HOS regulations) and the trucking carrier—when we could sleep, when we could drive, and exactly where we had to drive."

It was a major adjustment for the Caffees. After all, being in any type of business together can be stressful enough for a married couple, but being stuck in a truck, living in small quarters for weeks at a time together, can put a strain on even the strongest marriages.

But the Caffees found ways to get through those tough early days on the road. And so have numerous other married expedite teams. How? What are their secrets? How can you keep your marriage together when you're on the road together? Here are six tips.

CONTINUED ON PAGE 30   
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### #1. TRY TO CREATE AND MAINTAIN SOME SEPARATION.

“You have to have your own interests,” says Linda Caffee. “You’re constantly together, so you need to try to keep a little bit of separation, so you end up having something to talk about. Bob and I have different interests. We have different friends who we talk to and different people we see. And we have different stuff that we read about.”

Bob agrees. “You can be around somebody 24/7 for so long. And then, they might just give you a look that’s different than their normal look, and it’ll piss you off. So, taking breaks to do different things can really help. This past weekend, I went out and threw the ball for the dog for about three hours, and left Linda to herself. I had my own time, and then after I got back in the truck, we watched a couple of movies and it was really good—we had our together time.”

### #2. WORK WITH EACH OTHER’S STRENGTHS AND WEAKNESSES.

“One way we’ve been able to make this work is that we’ve realized that each one of us brings something to the table and can kind of counteract each other’s weaknesses,” says Jason Hutchens, an owner-operator with his wife Heather. The couple married in 2008 and started driving together in 2013.

Jason continues: “Heather is very organized but doesn’t act quickly on the fly. I’m comfortable when things are going crazy and can think fast and act. But I’m not a planner or organized like Heather. We’ve learned that we’re both very valuable to the team. We realized that we both bring something to the table and, without the other, the team just won’t work.”

### #3. DEVELOP AN AGREEMENT FOR HOW YOU’LL ARRIVE AT IMPORTANT DECISIONS.

When there’s the two of you, who decides which loads to accept?

The Caffees have developed a framework where they can each make load decisions on their own—unless the proposed load falls outside certain parameters. In those instances, if one partner is considering accepting that load, they would need to consult the other partner before finalizing the decision.

“I know exactly what load came about, when we decided that if a load is in a certain area, we have to talk about it. We can’t accept it, no matter how much it pays,” Linda Caffee recalls. “Bob accepted a load to Canada, and I did not want to go to Canada, and I was so upset. I think we were trying to go home or something, because I was upset. Luckily, the load ended up canceling. And that was when we realized, ‘Okay, in these certain areas, we need to talk.’”

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

# The Keys to Success



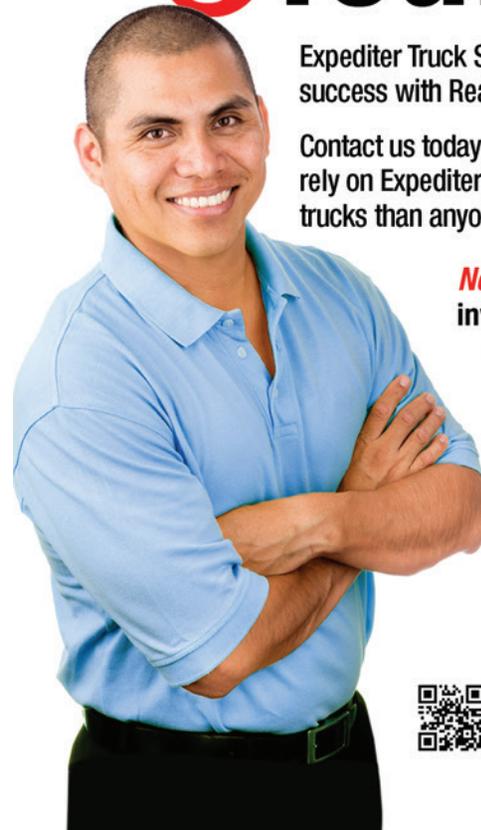
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## #4. THINK BEFORE YOU FIGHT.

"I always tell people, 'If you're thinking about snapping at your partner, think about the fight you're getting ready to have, and think about the results of that fight. Are the decisions you're making right at that instant going to make any difference five years from now?' Sometimes, those arguments are worth having, but a lot of times, they're not worth the fight," says Bob Caffee.

Jason Hutchens agrees. "You really have to keep your eye on the big picture of being able to retire together and enjoy the relaxed life," says Hutchens. "When you get frustrated, think about your goals and try to remember the good times that brought you together—your first date, when you fell in love. It always helps to kind of laugh and look back at all the mistakes you've made together. So, don't let trivial things bring down a good team."

## #5. GIVE SPACE FOR EACH OTHER TO VENT.

Petra and Jason Webb were married in 2001 and have driven a tractor-trailer together since 2015 for MSR Transport Services, an Ohio-based expedited trucking firm founded by Army and Navy veterans who started the company to provide post-military career opportunities for veterans.

And during their time on the road together, they've realized how important it is to give each other psychological space

when you have such little physical space on the truck.

"When we first started driving, we fought a lot more on the roads. That's mostly because we had to learn how to live together in a small box. You cannot simply walk away without a room to go to and slam the door and make yourself feel better because slamming the curtain is not the same thing," says Petra Webb.

Jason Webb agrees. "Give each other space. Learn to recognize when your spouse needs that space. If tensions are starting to run high, it might be time to just be quiet."

## #6. MAKE COMMUNICATION A TOP PRIORITY.

"I would say that communication is the main key for keeping your marriage together on the road," says Petra Webb. "This job is not for everybody, so maybe you both need to come off the road and do something else. But you need to be honest with one another about that and discuss what you want. And talks things out. Don't get angry and then go to sleep and not talk. Because we are out on the road, you never know what's going to happen."

## HANGING IN THERE

Heather Hutchens offers this message to married couples who are just starting out on the road together: It will get better.

"Our first three months were rough. Our first year was rough. But if you can get past that and work together, it's just gonna be all the better for you." **EN**



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**Samuel 631-617-5481**

We are looking for husband/wife and/or same household teams to work with us at FedEx Custom Critical White Glove

**Teresa & Duane 217-586-4601**

seeking established teams to partner with us as independent contract drivers.

**A.c. 931-372-0077**

Experienced FedEx CC WG TVAL Team Needed...\$2000 Sign-On Bonus! (same household couple) needed to drive our 2016 Freightliner

**Chris 704-881-3782**

We are currently seeking Husband and Wife or Same Household Teams for our 2016 FTL M2-112, fully automatic with DD13 engine and Bolt 100" sleeper

**Susan 865-922-2440**

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**Brian 706-832-4223**

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**Beverly 419-410-2800**

Straight Truck Drivers wanted looking for teams for single bunk Straight trucks with or without FEDEX Qualifications.

**Mitchell 570-259-7450**

FedEx Surface Freight Truck Needs Team! 2015 Freightliner M2-112 Class 8 Straight Truck

**Dean 336-337-0791**

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**Randy 972-921-6576**

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**Tammy 936-208-9900**

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**Tony 989-225-4372**

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