

THE DISPATCH

2ND QTR | 2011

YOUR QUARTERLY STOP FOR TRUCKING RELATED NEWS, INFORMATION AND SAVINGS

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IN THE NEWS

NEW PILOT FLYING J LOCATIONS ADDED TO REBATE PROGRAM

Members can now earn rebates at Bosselman, Town Pump, and Canadian locations. Historically, these stops had been excluded from our program. Also the 11 Broadway Flying J locations are now a part of our program. For a list of the newly added stops, visit truckersb2b.com/fuel.

ARE YOU A WINNER?

We're starting something new to reward our readers. We have randomly selected 5 members to receive a free gift, including our very own RUN WITH THE BIG DOGS T-shirt and hat. To find out if you are one of our lucky winners, simply visit truckersb2b.com/winners. If you are the first to claim your prize, we'll double the offer.

COME SEE US AT GATS

TruckersB2B will be at the Great American Truck Show (GATS) August 25-27 at the Dallas Convention Center in Dallas, TX. Stop by our booth #17145.

LIMITED TIME FUEL PROMOTION

In addition to the up to \$05/gallon fuel savings we offer, as a limited time special offer, we are giving away a \$50 fuel card to anyone who enrolls in our fuel program by 9/30/2011. See inside for details.



20 BENEFITS OF ELECTRONIC DRIVER LOGS

» RYAN BARNETT, INDUSTRY STRATEGY ANALYST, XATA CORPORATION

The EOBR industry is often perceived as an evil entity to smaller fleets. Not only do they think EOBR systems are \$1,500 or more, now there are sound clips on National Public Radio of a trucker saying the following of the mandate: "I can't think of anything good that would come from this. If I could, I would tell you, honestly, and I can't."

At XATA we are often met with resistance when logs are rolled out. But soon, nearly every driver comes to recognize in less than a month's time the real benefits of an electronic log. Our O/O friend couldn't think of one reason, so we put together twenty.

Paperwork time savings: It's simply a pain to keep track of paper logs. XATA often sees 15 to 30 minute improvements in time for filling out the logs in the proper form and manner.

Convenience: Electronic logs are easier to use than paper logs because of the level of automation.

Added time in a day: A minimum stop for a paper log is 15 minutes. Electronic logs can get down to the minute for an accurate stop. If you do many stops in the day, your drive time increases.

Detention billing: EOBRs as part of a performance management solution, especially if industry wide, give proof to location and time spent at a shipper's yard. The biggest

criticism to an EOBR is a driver having to start their day on duty while at a dock. In reality, drivers should be starting their day at the dock, and billing the detaining company detention time for lost hours.

Ability to prove adherence to hours of service laws: Legal truckers can be proud of their safety resumes.

Interoperability with other fleets: An electronic system can help move an O/O from fleet to fleet based on hours available. Electronic reports can be sent to a dispatcher to prove the hours available.

Ability to charge higher rates: By showing compliance with HOS laws, and helping shippers understand what it takes to be a legal driver, truckers can charge the rates deserved based on time and distance.

Keeping drivers on task: EOBRs can be used as a tool for measuring productivity. Time can be measured at stops, on the road and in between. These accurate measurements help point out inefficiencies and time that is wasted.

Perception from the public that tracked hours are safe hours: E-logs may not keep drivers awake, but their use can prove trucks are operated in a legal way.

CSA Scores: Fleets that use e-logs have better fatigued management CSA scores.

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THE 4 1 1 ON FUEL



WHY CHOOSE A FUEL CARD?

The fuel savings alone make using a fuel card beneficial for fleets of all sizes. In addition to the fuel rebates you can receive, you also pay cash price at the pump, which compared to credit cards can offer up to an additional \$.06 per gallon savings. If that wasn't enough, fleet fuel cards also provide security. At any given time, fleet managers can see the amount of fuel their fleet is using as well as any other purchases made through online account management and 24 hour access to customer service. Managers can also set restrictions on what can be purchased, preventing fraudulent transactions from occurring. Fuel cards also eliminate the need for drivers to carry cash, thus increasing the level of security felt by drivers. If you want to understand your company's fuel usage and really gain better control over your fuel expenses, then getting set up with a fuel card is the solution. The benefits are obvious, and the time, money, and frustration that can be saved make it more than worthwhile. Check out our special bonus offer to the right.

IMPROVING FUEL CARD RELATIONSHIPS

Fuel card providers issue millions of dollars of unsecured credit to transportation companies annually. These dollars increase a business's cash flow and provide liquidity as fuel prices rise and fall. So, how can your company improve the chances of receiving credit for your over-the-road needs?

Before extending credit, a fuel card will:

1. Understand the length of time a business has been operating.
2. Determine if the owner is honest and capable of repaying the line of credit, by reviewing personal credit history.
3. Evaluate a fleet's financial score card, including; income statement, balance sheet, and statement of cash flow (if available).
4. Review the frequency of settlement on the issued line.
5. Understand the type of repayment, including; Company check, Electronic Funds Transfer, Certified funds, or Bank Wire payment.
6. Understand if there is a current supplier that is being replaced, or if the request is a secondary relationship to your company.
7. Find out if the business has a history of trade credit, a clean record of tax payments and other business related transactions. Check for liens and/or derogatory experiences on public record.
8. Evaluate bank and trade references in the history of your company.
9. Evaluate direct supplier relationships and personal preference on specific industry related fuel suppliers, such as Pilot Flying J, Travel Centers of America, Petro Stopping Centers, or other chains.

Each is equally important to a fuel card credit evaluation. Let's examine these aspects as it relates to your fleet receiving approval:

1. Having a few years of experience under your belt in trucking will either kill you or make you stronger, financially. Fuel card providers prefer a minimum of 2 years business history.
2. Being credit worthy implies that your personal credit score has a clean record and will support the history of other lenders, more specifically, a credit score of 650 is considered acceptable and will warrant up to \$10,000 of credit with some fuel card suppliers.
3. A fleet that produces financial statements and monitors key performance indicators, like cash balances, debt, trade receivables, trade payables, revenue/sales, expenses, and owner's equity is a good indicator that the fleet has a solid control of the key items that will yield positive results for the business. A company that is generating consistent profit and has a debt to equity structure of 5:1 or less, without any other derogatory, can earn trade credit of 10 – 30% of retained earnings with some fuel card suppliers.
4. The offers of re-payment for most fleet cards can vary. The sample chart below illustrates a payment plan, the days that produce a statement, the days to settle the statement, and the cash flow / liquidity produced by the respective repayment plans.

PAY PLAN	DAYS IN STATEMENT	NET DAYS TO SETTLE	CASH FLOW GENERATED
Weekly	7	7	10.5
Weekly	7	3	6.5
Twice Weekly	4	3	5.0
Three Times Weekly	2	3	4.0
Daily	1	3	3.0

Example: Cash flow generated from weekly pay plan: \$2,000 per day x 10.5 days = \$21,500. If your fleet purchases are \$2,000 dollars per day, and your company qualifies for a weekly 7, net 7 days of payment program, a payment program with weekly terms could generate \$21,500 of cash flow.

5. Fuel card providers accept and process many types of payments. The check is the least preferred method, as it takes longer to process and usually has to be processed manually, while the most preferred method is electronic funds transfer. Other forms of payment include bank wires and certified checks. Each payment option, depending on your needs, is acceptable.
6. Some fleets choose to carry multiple fuel cards as a backup source for credit, or as an option to have access to a specific fuel supplier. Either way, when a fuel card provider reviews your trade credit, having a reference of your current supplier will help them understand your payment history. Having a positive history that demonstrates your company's ability to repay will aid your approval.
- 7/8. Using public resources to understand the financial performance and history of a fleet's trade credit can be useful to a fuel card supplier. Having a clean slate with no derogatoriness will typically yield positive results for your company's chance to be approved. Most fuel card providers use a source such as Dun & Bradstreet to check your paydex, the amount of trade credit reported, and to review the performance of the company.

CARDS

>> KARL J. KELLEY, VICE PRESIDENT, TCH LLC
DIRECT LINE 801.721.0320

9. If your company has been setup with a direct bill, in which the purchases on your fuel card are funded by the merchant and not the fuel card provider, this will aid in the process of your fuel card provider approving you on their card for a line of credit. Having a direct bill relationship will provide you credit on the purchases made at a specific merchant, and the fuel card providers can easily check the references on each merchant to evaluate the character and repayment of purchases.

IN SUMMARY

Many of the items discussed above are associated with how fuel card providers lend money to successful trucking companies. Understanding how this process works can improve your chances of getting approved to explore the other valuable resources fuel card providers can perform for your company, including fraud management, reporting, card control, driver payroll, and other cash movement needs. If your company is not currently using a fuel card, or if you want to evaluate other fuel card options, call TruckersB2B today to explore the benefits of our fuel card providers, Comdata, EFS, Fleet One and TCH. Plus, learn more about our fuel savings programs where you can save up to \$.05/gallon, and ask us about the FLIP program, which provides you increased cash flow, reduced fuel costs, and best in class access to world class fuel facilities. Call a fuel specialist in your region today and you will be amazed at how fast we respond.

- FUEL CARD SPECIALISTS**
- CANADA - JENNIFER NELSON - 678.272.6716
 - WEST - BRADY KRANZ - 801.624.4583
 - CENTRAL - BLAKE ESKELSEN - 801.624.4145
 - MID-ATLANTIC - ADAM AURICH - 801.624.4929
 - SOUTHEAST - REUBEN WHITE - 801.624.4945

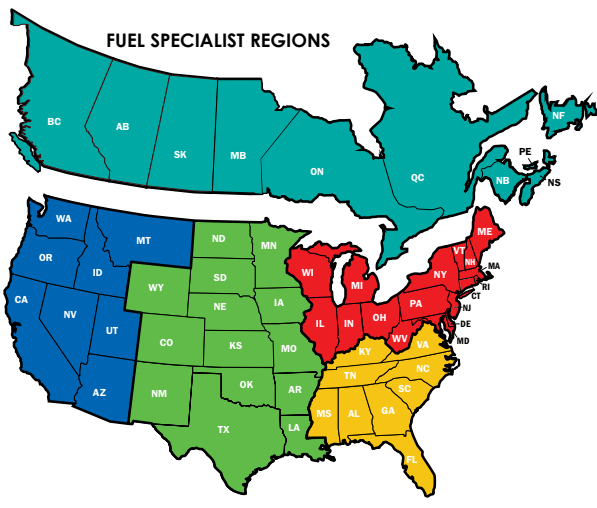


AS A SPECIAL BONUS OFFER, IF YOU GET SIGNED UP WITH ONE OF OUR FUEL CARD PROVIDERS (COMDATA, EFS, FLEET ONE OR TCH) AND ENROLL IN OUR FUEL PROGRAM BY 9/30/2011 YOU WILL RECEIVE A FREE \$50 FUEL CARD. PLUS, BY ENROLLING, YOU WILL BE ELIGIBLE TO RECEIVE FUEL REBATES OF UP TO \$.05/GALLON!

CALL YOUR SAVINGS CONSULTANT TODAY AT 888.937.6334 TO GET SET UP WITH ONE OF OUR FUEL CARD PROVIDERS.

ALREADY USING COMDATA, EFS, FLEET ONE OR TCH, BUT NOT ENROLLED IN OUR FUEL PROGRAM? YOU'RE ALREADY HALF WAY THERE! SIMPLY ENROLL BY 9/30/2011 BY COMPLETING OUR ONE-TIME FUEL AUTHORIZATION FORM AND CLAIM YOUR FREE \$50 FUEL CARD, PLUS START SAVING UP TO \$.05/GALLON. CALL YOUR FUEL SPECIALIST TODAY.

*TO RECEIVE THE SPECIAL OFFER, YOU MUST BE APPROVED FOR FUEL REBATES AND YOU MUST MENTION PROMO CODE "SAVE50" ON THE FUEL AUTHORIZATION FORM.



3 WAYS APU's HELP SMALL FLEETS



SMALL FLEETS FACE MANY OF THE SAME CHALLENGES THAT LARGE FLEETS DO, AND REDUCING IDLING WITH AN AUXILIARY POWER UNIT (APU) LIKE THERMO KING'S DIESEL TRIPAC OR ELECTRIC TRIPAC[®] PROVIDES MANY BENEFITS TO SMALLER FLEETS, INCLUDING:

1. **REDUCED FUEL EXPENSES.** BECAUSE AN APU ELIMINATES IDLING OF THE LARGE DISPLACEMENT ENGINE, SMALL FLEET'S FUEL COSTS CAN BE SIGNIFICANTLY REDUCED. CUSTOMERS USING APUS HAVE DEMONSTRATED IDLE TIMES IN THE LOW 2% RANGE, WHICH DELIVERS SIGNIFICANT SAVINGS.
2. **REDUCED ENGINE WEAR.** REDUCED ENGINE WEAR EQUATES TO LONGER DRIVING RANGES BETWEEN ENGINE SERVICE INTERVALS AND LOWER MAINTENANCE COSTS FOR THE TRACTOR. IT HAS BEEN PROVEN IN OIL SAMPLING AND ANALYSIS THAT REDUCING OR ELIMINATING IDLE TIME CAN INCREASE OIL CHANGE INTERVALS, THEREBY LOWERING COSTS AND EXTENDING THE ENGINE LIFESPAN.
3. **INCREASED DRIVER RETENTION.** BECAUSE DRIVER RETENTION IS A KEY CONCERN FOR SMALL FLEETS, KEEPING DRIVERS HAPPY AND COMFORTABLE IS IMPORTANT. APUS INCREASE DRIVER SATISFACTION, HELPING TO ELIMINATE COSTLY TURNOVER AND RETRAINING.

PLUS, ELIGIBLE TRUCKERSB2B MEMBERS CAN SAVE \$200 ON TriPac APU SYSTEMS! LEARN MORE ABOUT THE BENEFITS AND THE SPECIAL REBATE OFFER AT TRUCKERSB2B.COM/TKAPU.



SPECIAL OFFER!
There's never been a better time to buy.



YOU GOTTA DRIVE IT TO BELIEVE IT

Get a FREE Meritor Wabco OnGuard™ System or \$3,500 off the Purchase of an Eaton UltraShift® Plus.

PLUS, GET A \$1,000 REBATE FROM TRUCKERSB2B. LEARN MORE AT TRUCKERSB2B.COM/INTERNATIONAL

REFER A FLEET

GET MORE FREE STUFF

For every referral you submit that joins TruckersB2B, you will receive our "Run With The Big Dogs" T-shirt. Then, once your referral earns \$100 in rebates, you'll both get \$25! Just another easy way to score some free cash from TruckersB2B. Refer a fleet and view full details at truckersb2b.com/refer.



>> CONTINUED FROM FRONT

Keeping up with potential HOS changes:

Based on the complexity of the new rules, an electronic system will help drivers understand what is legal and what is considered a violation.

Proof in an audit: Many small fleets will fail an audit. Electronic logs will give support to documentation that paper log books will not.

Proof in roadside inspections: Upon seeing the use of electronic logs, many enforcement officials will not go into the details of log books.

Additional applications for an EOBR system: A smart phone running XATA turnpike alongside other applications, such as ALK CoPilot Truck and email, can give truckers the tools they need when they're away from home. Truckers are consumers too—their tools should fit their lifestyle.

Reduction in supporting documents: With an EOBR solution there is an overall reduction in supporting paperwork needed to prove logs or fuel tax. The potential mandate for logs makes this a critical point for adoption.

Warnings if time is low: A paper log doesn't help a driver know if hours are low. EOBRs quickly show available time left when driving.

Ability to change rule sets (U.S. to Canada, for example): With the flip of a switch, drivers can run a different rule set using electronic logs.

Document storage reduction: No need to keep old documents when using electronic logs.

Give peace of mind to those at home: Many drivers work as a team. The husband may be driving while the wife keeps track of the books, for example. EOBRs give drivers the tools they need to clearly see things like mileage, time and potential violations.

Form and Factor: Many current violations are from form and factor mistakes, which can be as simple as someone not writing down a line. These simple mistakes are virtually eliminated with EOBRs.

See why Xata Turnpike has repeatedly been cited by the FMCSA as the most cost-effective compliance device for electronic driver logs, and how you can save with TruckersB2B at truckersb2b.com/xata.

XATA[™]

\$ 4 4 3 9 9 4 7 6

Members have already saved in

www.truckersb2b.com | 1.888.937.6334

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