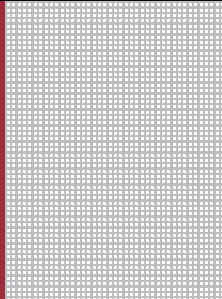




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In The News

Tire Rebate Program Expands

TruckersB2B is excited to announce that Goodyear has opened the approved tire list to include *all* Goodyear and Dunlop commercial truck tires, including all unicircle and precur Goodyear Retreads. Invoices for the newly added tires must be dated January 1, 2008 or after to be eligible. You will receive a \$10 rebate on Goodyear, \$15 on Goodyear Duraseal, \$8 on Dunlop and \$5 on Goodyear Retreads. For more information about the TruckersB2B Tire Rebate Program, call 1.888.937.6334 or visit www.truckersb2b.com.

Increased Discounts on Sprint

TruckersB2B is excited to announce that Members can now receive a *16% discount* on wireless phone and data services from Sprint/Nextel. Previously, the discounts were 14% on Sprint and 9% on Nextel. Plus, when you shop online, you also receive exclusive online deals and 20% off your accessory purchases. Existing customers save too! Shop online now at: <http://www.mycompanyrates.com/truckersb2b> or call 1.800.211.3028.

New Truck and Parts Incentive

Eligible TruckersB2B Members with 50 company owned trucks or less who take advantage of the International new truck rebate program are eligible to receive a \$200 Diamond Advantage credit for parts purchases! Simply purchase a new International truck between 1/15/08 - 4/15/08 and fax in your invoice to TruckersB2B at 1.877.902.1498 to receive up to a \$1,000 rebate. Then sign-up for a Diamond Advantage card and after your first \$500 of International sourced parts purchased, you will receive a \$200 Diamond Advantage credit to go towards future parts purchases! You have until 12/31/08 to purchase your \$500 in parts. This offer is limited to the first 50 qualifying customers and is limited to one credit per customer. For more information and complete program details call 1.888.937.6334.

Happy New Year!

Wishing you a happy and prosperous New Year.

Controlling Your Fuel Purchasing

by Mike Birdsong, Vice President & General Manager, TransFund\$

There is no mistaking that rising fuel costs have taken a toll on many trucking companies, especially the small and medium sized fleets. Unfortunately, there is no way around it...you have to purchase fuel in order to operate your trucks. You have to operate your trucks in order to stay in business. Therefore, it only makes sense to look for the best way for your fleet to purchase fuel.

Many small fleets choose to use cash or credit card. By doing so, you have less control over your drivers expenditures, receipts to keep track of, incomplete information for fuel tax reporting and more. Not to mention, when you use a credit card to pay for fuel, you will typically pay \$.03-\$.07 more per gallon. While you may be receiving incentives from your credit card company (i.e. cash back, airline miles, etc), you may be stuck paying a bill for unauthorized purchases, *and* you have just paid more for your fuel.

If you are currently using cash or credit card for your fuel purchases, another option to consider is a fuel card. A fuel card provides many benefits, including:

- **Security:** Fuel cards help you eliminate fraud, lost or stolen cash, and unwanted credit card purchases, and it can be "turned off" immediately if lost or stolen.
- **Control:** Fuel cards allow you to control the way your drivers spend your money.

You set limits on what they can buy, where they can buy it and how much they can spend.

- **Savings:** Fuel cards allow you to pay cash price at the pump and, depending on the fuel card, have access to the TruckersB2B Fuel Rebate Program.
- **Reporting:** Fuel cards save both time and money through valuable reporting. With detailed reporting you can manage your expenses better and easily track the amount of fuel consumed by your vehicles and the price paid.
- **Convenience:** Fuel cards allow you to have one card, a card that saves you time and money. No more worrying about lost fuel receipts, having enough cash on hand or multiple credit cards.

As you can see, a fuel card can provide many benefits. When compared to cash and credit card, you get the best of both worlds. You still pay cash price at the pump, and you get the convenience of paying at the pump, saving your drivers valuable time. But unlike cash or credit cards, you now have the security, control and reporting features that can help run your business more efficiently and effectively. You receive a complete record of the transaction...date, time, name of merchant, city, state, fuel type, number of gallons, price per gallon and total. This information is valuable not

TruckersB2B Member Profile: **Carney Trucking Co., Inc.**

Carney Trucking Co., Inc. was incorporated back in 1989 but actually got its start back in the fifties when Verl Carney started the company. His son, Robbie, started helping him as a young boy, and today Robbie manages the 17-truck flatbed operation along with the help of his wife Marsha and his brother, David. Carney Trucking specializes in hauling lumber, steel, and roofing products in the Southeast.

Since joining TruckersB2B in 2000, Carney Trucking Co., Inc. has managed to earn over **\$14,200** in rebates on everything from fuel and tires to new trucks. While they joined TruckersB2B in 2000, it wasn't until the summer of 2003 that Robbie Carney realized the need to direct his drivers on where to fuel in order to increase their fuel rebates with TruckersB2B. By directing their drivers where to fuel, their TruckersB2B in network fueling went from an average of 14% of their total gallons to today's average of 60%.

This has resulted in Carney Trucking earning on average \$.03/gallon each month on their gallons fueled at Pilot and TA, which has allowed Carney Trucking to earn over \$10,500 in fuel rebates alone since June 2003, or approximately \$200/month.

And with fuel prices remaining high, 2008 doesn't look a whole lot better. By arming their drivers with TruckersB2B Fuel Network Guides, they constantly encourage their drivers to fuel in network so as to maximize their rebate. "Fuel prices are insane...something has to be done. Our fuel rebates from TruckersB2B go right back to our bottom line," states Robbie Carney, Vice President of Carney Trucking.

In addition to fuel management, keeping empty miles to a minimum and partnering with good drivers and vendors are good pieces of advice the Carneys would give other fleet owners.

To find out how you can save on tires from Goodyear and Michelin, new trucks from International, fuel purchased with Comdata, EFS, or TransFund\$ fuel cards at Pilot and TA, and much more, please contact TruckersB2B today at 1.888.937.6334 or visit us online at www.truckersb2b.com.



2007 TruckersB2B Recap

There is no denying that 2007 has been a tough year. The economy is slowing and prices have gone dramatically higher on almost everything you need to run your business, and it doesn't look to get any easier going forward. While we understand that TruckersB2B only plays a small part, we are trying to do everything we can to help you operate more efficiently in this difficult market.

As part of our effort to provide some relief, TruckersB2B has sent out over \$4,000,000 in rebates to our members in 2007 alone. That is before you include our non-rebate discount programs on items such as wireless phone and data services (16% off Sprint/Nextel), parts (large fleet pricing at all International dealers), office supplies (40-75% savings at OfficeMax), etc. When you add those in, our member fleets have saved over **five and half million dollars in the past year!**

We are always looking for ways to enhance our offerings. In fact, in the past year, we have added several new products including:

Software: Members receive a 10% rebate off their monthly service of Innovative's Internet-based, enterprise software IES Access® or Access Plus®.

Equipment Leasing: Members receive National Account pricing and National Account interest rates from Idealease.

Wireless Services: We've increased the discounts. Members now receive a 16% discount on Sprint and Nextel wireless service plans.

New Trucks: We've added the new truck lineup from International allowing members to receive up to a \$1,000 rebate.

Fuel Card: We've added a new low fee fuel card, TransFund\$, which offers 25 cent

transaction fees, and you can receive up to \$.03 per gallon rebate on fuel purchased at Pilot and TA when you enroll in our fuel program.

But it doesn't stop there. We are looking to add more at the start of 2008. Despite the addition of the new offerings, we always want to know if there is something we're missing. We are trying to save you money in every area we can, but without advice from you, it's hard to know where to head next. Do you want rebates on APUs, credit collections, or other product and services? Just send us a note to let us know, or simply to say thanks for helping put more money back in your pocket where it belongs. Send your comments and/or suggestions to memberservices@truckersb2b.com



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Owner Operator State of the Business Review

by Mark Bobilya, Director, Business Development, Central Business Services, Inc.

Even for the most experienced contractor or small fleet owner, it is useful from time to time to get "back to basics". Remember, success is largely a function of your business skills not your driving ability. The key is to keep it simple and control what you can control.

Do you have a plan?

If you don't, then it's time to get one. Once you have a business plan and begin to execute it by running your business, you will be able to measure your success by the profit you are generating. If you are not delivering the profits you want or need, it can only be one of two things: not enough income or too much expense. **Remember, keep it simple.**

Maximize Income.

- **Work Ethic:** You can't generate income while your truck is parked.
- **Load Acceptance:** Take the best load available. Keep the wheels rollin'.

Minimize Expense.

- **Control what you can control.** The two largest controllable expenses are Food and Fuel.

Food: Eat on the road as you would eat at home. IRS allows per diem deduction of \$52 per day (overnight away from home) of which 80% is deductible for truckers. That means you get a \$41.60 deduction whether you spend that amount on food or not.

Fuel: Manage how you purchase fuel with a trip plan (check prices online). Understand the fuel surcharge program with your carrier. Slow down. **A one MPG increase can save approximately \$15K per year.**

These are just a few small ways you can make your business more profitable. Having the necessary skills and experience to operate your equipment properly is only half the battle; having the skills and experience necessary to operate your business properly is the other half.

Central Business Services, Inc. (CBSI) manages the business side of trucking so the owner operator or small fleet owner doesn't have to. They have specialized in providing tax and financial services for the trucking industry for 20+ years.

What can CBSI do for you?

Owner Operators:

- Preparation of Federal and State Tax returns
- Monthly and Year To Date Profit and Loss Statements
- Quarterly Estimated Tax Forecast, Analysis and Payment Vouchers
- Cost/Revenue per mile analysis
- Business advice (Incorporate, LLC, Partnership, etc.)
- Resolution of tax problems with either the IRS or state taxing authorities

Company Drivers:

- Preparation of Federal and State tax returns
- IRS and State problem resolution
- Personal budgeting, retirement planning and credit improvement.

Tax time is here. Are you prepared? Call TruckersB2B today at 1.888.937.6334 to find out how CBSI can help you run your business more profitably. Don't forget, as a TruckersB2B Member, you also receive discounted rates. For more information, visit www.cbstrucktax.com.

Stay Competitive. Stay Connected.

by Brian Childers
President
Mobilecom USA, Inc.

Driving down costs to remain competitive can be a tough challenge for transportation companies, especially in the face of increased fuel and insurance costs. At the same time, customer expectations are rising. For example, just-in-time inventory requirements make it necessary for companies transporting materials from origin to final destination to meet tighter delivery schedules and provide real-time status updates. It's equally important for those companies to be able to locate anything from entire containers to single parcels in a matter of minutes.

Leaders in the transportation industry are turning to information technology (IT) and reengineering business processes as a way of reducing costs, retaining customers and adding value to what might otherwise be perceived as commodity services. The challenge becomes how to provide

high-speed access to new IT resources virtually anywhere, anytime in an industry whose employees and assets are mobile by definition.

Allow your drivers to electronically capture order information from the field and send it instantly to headquarters using the high speed data capabilities of mobile broadband cards in their laptops, reducing wait time and the errors of entering data after it has been captured by hand.

Not to mention, you will also allow your drivers to stay connected with family and friends while on the road. With driver shortage continuing to effect the trucking industry, this is just another perk to help keep your drivers happy.

With enhanced Sprint Mobile Broadband, you get 600-1.4 Mbps average download

speeds and 350-500 kbps average upload speeds. Sprint has you covered with enhanced mobile broadband service in 218 Major Metropolitan markets, 1,002 airports coast-to-coast and 211 million people. Sprint offers a wide range of devices that enable you to experience Sprint Mobile Broadband. Order your Sprint Mobile Broadband Device today with a 30-day guarantee.

Plus, with the TruckersB2B Sprint discount you will receive a **16% discount** off your monthly service. Shop online and save even more on mobile devices and accessories. Go to www.mycompanyrates/truckersb2b or call 1.800.211.3028 for more information.



(continued from front)

only to know where your money is going, but also to complete the other reports you need to submit for your business.

There are several important factors to consider when choosing a fuel card provider. Not all fuel cards are alike and not all fuel cards will meet your specific needs. The main items you need to consider are, transaction fees, acceptance, security and reporting.

- **Transaction Fees:** Most fuel cards charge a swiping fee each time the card is used. While these fees can vary, some can be over \$3.00 per swipe. But don't assume that a fuel card is out of your reach or too expensive. Some fuel card providers offer minimal transaction fees or no transaction fees at certain locations.
- **Acceptance:** It is important that you make sure your fuel card is accepted at the locations you and/or your drivers prefer to use for fuel and maintenance needs in all the lanes your fleet travels.
- **Security:** Can your fuel card be locked down to certain locations, specific

purchases and/or specific drivers based upon your requirements?

- **Reporting:** A few questions to ask yourself are: How often do you want to see the reporting? How detailed do you need the reporting to be? Do you need the reporting to interface with your current software? Make sure your fuel card provider meets your reporting needs.

In summary, using a fuel card can make a big difference to your bottom line. The key is to find the right fuel card that works best for your fleet. Plus, with the TruckersB2B Fuel Rebate Program you can receive additional savings of up to \$.03 per gallon rebate for fuel purchased at Pilot and TA truck stops when you use select fuel cards. TruckersB2B has recently added a new fuel card provider, TransFund\$, which is geared towards the small to medium-sized fleet market.

TransFund\$ is a multi-functional one-card solution that combines the benefits of a fuel, cash and payroll card. It is accepted nationwide at over 17,000 retail sites, including Pilot and TA as well as other

major fuel locations. TransFund\$ offers a low \$.25 transaction fee when you fuel in the TruckersB2B network, and you will pay *no more than* \$1.50 for transaction fees out of network. TransFund\$ real-time reporting provides you with the data you need to manage your fuel cost more effectively. TransFund\$ can build a program to meet your specific needs as well as provide security parameters for fraud protection that can be used to verify and validate all transactions.

Top all that off with a \$.03 per gallon rebate that you can receive when you fuel at Pilot and TA with a TransFund\$ fuel card, and you are putting money right back to your bottom line.

To learn more about TransFund\$ and the benefits they can provide your fleet, or the TruckersB2B Fuel Rebate Program, call TruckersB2B today at 1.888.937.6334.



It pays to be a member.™

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