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To learn more about the committees listed below, contact
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Truck PAC

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To start, I want to thank the OTA membership for their confidence in voting me in as your new chairman. It is an honor for me, my family and my company to have the opportunity to help lead such a great organization.

I'd like to start out by sharing my vision for the next two years of my chairmanship.

First, our committees are the cornerstones of our mission and goals as an organization. We have several committees, along with the Technology & Maintenance and Safety Management Councils that have been a long-standing and integral part of membership involvement. Keeping these groups strong and building others to meet all our organizational needs is essential to meeting OTA's overall goals.

Second, several years ago we developed mission, vision and strategy statements. In 2014 we updated these documents. It is important to revisit these in order to develop a road map for the next ten years. As we're all aware, our industry is constantly evolving, with new challenges every year. It's imperative that OTA maintains its relevancy in meeting the needs of members as priorities shift.

Third, we need to develop sustainable revenue sources to meet and exceed our organizational and operational goals. Member dues, permits, insurance, safety services and events make up the majority of our current revenue. Few of these offer any consistency. What may seem like simple regulatory or business environment changes could drastically impact these revenue sources and lead to a negative effect on our organization.

Fourth, membership involvement in local, state and federal organizations that directly impact us as an industry is vital to our mission. One of the primary reasons I threw my hat into the chairmanship elections was that I got tired of sitting on the sidelines while others determined the outcome of the game. I encourage all OTA members to suit up, get off the bench and get into the game. Make OTA the winning team!

Fifth, I'd like to educate the membership and potential members on the value of our organization. OTA offers many services and resources, both as an organization and indirectly by working with our allied supplier members and others. When you wrap it all together, the value of OTA membership is tremendous!

Sixth, we need to continue to enhance the image of the transportation industry. Trucking is a vital part of the economy, one that is rarely considered as we pull items off store shelves that are essential to everyday living. From delivering materials needed to manufacturing those goods to taking them that final mile to the corner store, trucks make it happen. After all, "If you bought it, a truck brought it!"

Finally, advocacy is a critical element of our organization. For those who have already read Bob Russell's letter in this *Dispatch*, you know what we're up against when it comes to funding our advocacy efforts. As it is now, our revenue sources cannot adequately support these activities without direct donations to the Oregon Truck PAC fund. I encourage companies and individuals to learn more about OTA's advocacy efforts and consider joining myself, OTA's Truck PAC Chair Dale Lemmons with Interstate Wood Products and many others in giving to the Truck PAC.

For over 60 years OTA has been on the frontlines, ensuring that those of us with a stake in the trucking industry—from drivers to safety and service personnel to managers and business owners—have a strong voice and a solid presence. I'm pleased to have the chance to use my knowledge and experience to help shape the future of OTA. ◉



Bart Sherman
OTA Chair



Jana Jarvis
OTA President

...it is my mission to make certain that OTA provides you with the services and benefits you need to excel in our industry.

This fall issue of the *Oregon Truck Dispatch* marks the beginning of a yearlong membership drive effort. Consolidation in our industry, combined with the Great Recession, has reduced our number in recent years. As the voice of the trucking industry in Oregon, our ability to provide you with quality services is highly dependent on the aggregated support we receive and it is my mission to make certain that OTA provides you with the services and benefits you need to excel in our industry. So, it is ever important to define what those services and benefits are that make your participation valuable.

As I traveled around the state with our On the Road presentations this past month, it became clearer to me what this association provides that adds value to your membership. I recognize that you join for a variety of reasons; therefore we need to meet those needs in a variety of ways. And...we need to clarify them to you to remind you of the value of your membership and to encourage you to help us grow.

First, and foremost, the Oregon Trucking Associations' mission is to provide you with quality advocacy at the state and local level. Most trade associations put an emphasis on this effort, but few accomplish it as well as OTA and few are regarded as the voice of their industry to the same extent that you enjoy as an OTA member. In the legislative arena transportation discussions simply don't occur without input from OTA. I recognized this as a lobbyist for other interest groups and always strove for a productive, workable relationship with OTA. At the local level, many of our members hold key positions on transportation related committees and trucking's interests are highly sought. How does this impact you? These ideas impact your bottom line positively or negatively—you see that with regulations that

add cost without adding benefit. Our mission on your behalf is to support those ideas that benefit your bottom line and fight concepts that adversely impact you. It's not always easy to define—or accomplish—but our record shows that having this voice benefits you greatly.

Secondly, we have a wealth of educational tools available to you to help you succeed. Whether it is a safety-related topic, a new regulation, a maintenance procedure, or a business question, OTA can provide a wealth of information to help you succeed. Our Safety Management Council and our Technology & Maintenance Council provide regular educational meetings around the state for you and your employees. OTA also provides safety training in regularly scheduled classes that keeps your safety personnel updated. On the Road presentations are geared to giving you the latest legislative and regulatory updates—information that gives you an edge and reduces your liability. And you can always call with a question—we have experts on staff and will strive to find the answer to your question.

Thirdly, OTA provides you with a variety of member benefits. From discounts on diesel to health insurance, we work to bring you value on a variety of products and services. This year we have put an emphasis on developing relationships with a

variety of allied members that can provide you with discounts on items you need to run your business. We are rolling out a new fuel discount program shortly, as well as working to build an association retirement plan in advance of the state mandate. We are meeting with health insurance providers to build an association health plan as well as partnering on wellness programs for your employees. OTA members can enjoy special discounts on transportation products and services; provide you with annual over-size and weight permits; and make accessible reduced rates on a variety of other services. Watch the *Weekly Express* and the *Dispatch* over the coming months as we roll out a variety of new product offerings.

Fourth, your association provides you with a variety of networking opportunities. From conventions to task-force meetings you can have the opportunity to meet with your peers and build business relationships that provide value to you for years to come. The opportunity to exchange ideas, ask questions, and learn from others is one of the primary reasons for trade associations. The Spring Safety Summit and the Leadership Convention in the fall are two examples where you can not only get valuable training from presenters, but also learn from your peers. These networking opportunities can provide you with a wealth of information, business opportunities, practical advice and professional assistance. A great return on your investment!

And lastly, the OTA stands as the voice for the trucking industry in Oregon both internally and externally. As the driver shortage issue continues to grow nationally, we have the opportunity as your trade association to engage with community colleges, high schools and job trade fairs to encourage those looking for employment to consider driving truck. When the media singles out the trucking industry over congestion or traffic issues, we respond with messages designed to promote our industry to the public. Reminding them that “it came to you on a truck” is important to building an alliance with the public for our industry. These opportunities are sporadic, and often not at our convenience, but extremely important to promoting and guarding our industry.

It is my request that you, as a valuable member of OTA, will help us spread the message about the many benefits of membership in this organization. Help us reach our goal of over 1,000 members in the coming months— an increase of a little over 300 members! Join us in December at our Holiday Event at the Pacific NW Truck Museum in Salem and bring a non-member with you. Help us reach our goal. The benefits of a bigger, stronger association are yours! ☉

The OTA stands as the voice for the trucking industry in Oregon both internally and externally.



Martha J. Payne,
Transportation Attorney

Ms. Payne has extensive experience in drafting and negotiating domestic and international transportation, logistics, and supply chain management contracts. She also advises transportation providers and users of all sizes regarding cargo liability, risk management, and collection issues.

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Enjoying a Round of Fun and Funding for the Truck PAC

The 2015 Jack Stewart Truck PAC Golf Tournament took place on Tuesday, July 21 at Langdon Farms in Aurora. With a break in Oregon's summer heat wave, golfers were able to hit the course early where the only thing heating up was a bit of friendly competition. Over 70 golfers took to the links to putt for the PAC, while all 18 holes were sponsored thanks to increased involvement from OTA's carrier members.

"As OTA's primary fundraising event for the Oregon Truck PAC fund, it was great to see both carriers and allied suppliers get involved this year," commented OTA President Jana Jarvis. "Thanks to support like this, OTA's efforts in Salem and beyond will continue to gain momentum and ensure that trucking has a voice in key decisions."

OTA would like to thank all the golfers who joined us this year and send special congratulations to the winning teams:

1st place

Bart Sherman
Joe Couey

Robert Weeks
Kyle Hudson

2nd place

Dale Lemmons
Craig Lemmons

Dave West
Craig Bergerson

Special thanks to our sponsors for making the 2015 Jack Stewart Truck PAC Golf Tournament a success. We'd also like to thank our 1st place team for donating their winnings back to the Truck PAC. Their support means that even more of the money raised from the event goes directly to the Truck PAC. ☺



1st place

Bart Sherman, Robert Weeks, Joe Couey, Kyle Hudson



2nd place

Dale Lemmons, Dave West, Craig Lemmons, Craig Bergerson

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Joe Couey, Bart Sherman, Kyle Hudson, Robert Weeks



Learn more about the Oregon Truck PAC Fund and OTA's government affairs activities at:
www.ortrucking.org/services/oregon_truck_pac.aspx

OTA Annual Meeting & Educational Forum

In September, OTA members and non-members gathered for the 2015 OTA Annual Meeting. This year's meeting offered more than the standard dry presentations and board elections. An enhanced program gave attendees a glimpse of what's in store for 2016 and provided the chance to network and catch up with colleagues.

Over lunch, OTA President Jana Jarvis brought attendees up to date on all OTA happenings, past and future, as well as facilitated the election of the 2016 OTA board members.

Directly following lunch, OTA VP of Government Affairs Bob Russell, shared the outcomes (good and bad) from the lively 2015 legislative session and explained what the impacts on the trucking industry might be. Upcoming elections and bills in both 2016 and 2017 are also shaping up to be challenging.

OTA's safety & compliance expert John Sallak discussed the upcoming electronic logging device rule, the status of the drug and alcohol clearing house and the unified registration system. There are a number of regulatory adjustments on the horizon that the trucking industry will once again need to adapt to. Stay tuned as these solidify in the months ahead.

OTA also brought in guest speakers to address some of the issues affecting businesses across the state, as well as the trucking industry, in particular. Paloma Sparks, Legislative Director, B.O.L.I., shared information on the employment changes, including wage transparency; "ban the box;" health insurance premiums/Oregon Family Leave Act; non-compete and statewide sick leave.

Featured speaker Kelly Anderson, president and CEO of Impact Transportation Solutions, offered insights on driver recruitment strategies, tips for keeping your employees and attracting qualified individuals to your company. Kelly's presentation highlighted points from his 3-day course at the 2015 Safety, Security & Human Resources National Conference & Exhibition taking place in Arkansas this November.

Overall, the 2015 Annual Meeting & Educational Forum offered a snapshot of what's ahead for the industry and how OTA and its members can be key stakeholder in shaping the future. ☉





(from left) Mike Boyd (outgoing Chairman)
and Bart Sherman (incoming Chairman)

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The High Cost of Politics

By Bob Russell, OTA Government Affairs

A former state Senator once told me that money is the mother's milk of politics. The cost of political campaigns has certainly increased over the years. It used to be that \$200,000 would get you elected to the House and around \$300,000 would be enough for a Senate seat. Those days, however, are long gone—particularly in competitive races. A few years ago, a candidate for the House spent over \$1.2 million to get elected. A favorite Senator of ours spent close to \$1 million on his last race and lost.

Yes, this is a substantial amount of money. As with any promotional campaign, it takes a variety of messages and methods to capture the attention of buyers—or in this case, voters—all of which cost money! The real beneficiaries are the campaign consultants, pollsters, media buyers, printers and TV and radio stations. As citizens, we have all grown to hate the campaign season when we are bombarded by unwanted political mail and TV and radio ads. In our world of instant information, brief tweets and soundbites, it's hard to convey any message of substance. We say that we particularly despise the negative advertising; however, it is clear from the polls and election results that we

respond to all of it! The more and the nastier the better, which has led to an all out arms race in terms of raising campaign cash.

Certainly, part of the problem has been caused by the ability of the public employee unions to raise huge amounts of cash through automatic payroll deductions from their members. Their agenda invariably revolves around increasing taxes so that the government can hire more good union members and pay them even more than they do today. In order to be competitive, other interests, such as ours, are forced to try to match the unions, but we don't have a captive audience to draw from. This makes funding trucking and business-friendly efforts and supporting sympathetic candidates even more of a challenge. With their automatic PAC deductions, the public employee unions have become the kings of political cash.

Union money has created another phenomenon: the ability to easily qualify ballot measures. For example, as you know, it was public employee union backing that brought us measures 66 and 67, which were clearly detrimental to Oregon businesses. For the 2016 ballot,

"For those measures that make the ballot, millions will be spent either promoting them or fighting them."

the unions have already filed five measures to increase corporate taxes and two to increase taxes on high wage earners. There are also four measures to increase the minimum wage, some of which would allow cities to increase it even more. In total, 68 measures have been filed to date. OTA is party to three measures that would repeal or severely restrict the Low Carbon Fuel Standard.

While not all of these measures will actually make the ballot, it is expected that there will be measures to raise corporate and personal income taxes on high wage earners. Unless the Legislature increases the minimum wage during the 2016 short session, a minimum wage measure will also appear on the ballot in November of 2016. For those measures that make the ballot, millions will be spent either promoting them or fighting them.

You might be wondering why we don't go on the offensive and qualify ballot measures that would reduce the power of the unions. Right or wrong, the conventional wisdom is that if we put things on the ballot that are perceived to be anti-union, it simply gives them an opportunity to rally their members and raise even more cash. Fighting union propaganda is a costly endeavor and one which is difficult to get our donors to support simply because the results are so uncertain. OTA will not carelessly gamble with the hard earned dollars that our generous donors entrust us with. We contribute to ballot measure campaigns that we believe have a reasonable chance of winning.

The next question is, where does OTA fit into the campaign finance picture? For example, the Associated General Contractors (AGC) spent in excess of \$400,000 during the 2014 election cycle, according to the Secretary of State's records. The Associated Oregon

Industries PAC spent north of \$700,000. In comparison, OTA spent \$75,000 during the 2014 election cycle. Currently, our Truck PAC balance is just under \$36,000.

In the current market, a reasonable contribution for an Oregon House member is \$1,000 and \$2,000 for a Senator. If we made contributions in every race, which we haven't historically done, our expenditures would total more than \$90,000. Given the political make-up of the Oregon legislature, influencing placement in leadership positions will require even more to be competitive. This amount does not include ballot measures, which no matter how you look at it, are going to need some level of financial commitment from the trucking industry. As if this weren't enough, all three statewide positions are up for election in 2016.

Certainly, the campaign finance challenge we face this next election cycle is daunting, to say the least. We recognize that it will take time to build your trust and your investment in Truck PAC and the efforts it funds. Your Truck PAC Committee has met and set a goal of raising \$100,000 this cycle, with more in future election cycles. We believe that with this amount we can make strategic investments that will allow us to continue to represent you well in Salem and exert more influence over the campaign process.

So, please, the next time Jana or I ask you to contribute to Truck PAC, you can be assured it's not because we like to spend your money! We cannot effectively represent you unless we succeed in helping elect those that support our industry, as well as participating in the ballot measure campaigns that will impact the industry. Please, send your check to Truck PAC today. We promise to spend it wisely. The future of your business and our state depends on it. ☺

"OTA will not carelessly gamble with the hard earned dollars that our generous donors entrust us with. We contribute to ballot measure campaigns that we believe have a reasonable chance of winning."

Building the Oregon Truck PAC Fund

By Courtney Sipel, OTA Staff

With more and more regulations for the trucking industry, OTA continues to be a reputable voice for the trucking industry on the political stage, striving to educate, inform and influence decision makers. OTA maintains a consistent presence in the Oregon State Legislature, always on hand to offer testimony, meet with key legislators and track bills that could significantly affect the industry.

While tracking hundreds of bills, offering testimony and meeting with key legislators, we continue to fight for a business environment that includes all aspects of the trucking industry—drivers, technicians, safety personnel, management and others. OTA ensures that key legislators understand how new regulatory policies and other efforts will impact our members. This is why it's vital that OTA maintains a presence in the Oregon Legislature and with state-wide and national committees.

In order to keep our Government Affairs team on the frontlines, we need continued contributions to the Truck PAC. Ongoing support makes fighting the battles possible, giving OTA the ability to back candidates who share our collective vision and promote bills that will benefit our industry and prevent those that will have a negative impact.

The 2016 election cycle will be one for the books. Oregon will be electing a Governor, Secretary of State, State Treasurer and several House and Senate seats. With a lot at stake, OTA has been gearing up in preparation for the election year, planning to be a significant player in the effort. With the strong Democratic majorities in both the House and Senate, Oregon businesses and the trucking industry will remain under attack. Your contribution to the PAC allows OTA to support candidates who share similar goals and support our industry. ☺

▶▶ Learn more about the Oregon Truck PAC fund and make your contribution online at:
www.ortrucking.org/Services/oregon_truck_pac.aspx.



With the increased cost of waging an election campaign or promoting a bill through the legislature, it's vital that OTA is equipped to take on the well-funded special interest and environmental groups. You can be on the frontline of this fight by becoming a part of the Truck PAC Leadership Circle!

▶ Interested in joining these members as part of the exclusive Leadership circle?
www.ortrucking.org/ota-news/truck_pac_leadership_circle.aspx

THANK YOU!

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Dale Lemmons

President, Interstate Wood Products, Inc.

By Christine Logue, OTA Staff

For the past several years, Dale Lemmons, President of Interstate Wood Products, Inc., has been actively guiding OTA's Truck PAC and government affairs activities. As a long-time OTA supporter and a trucking industry executive, Dale has a strong sense of what it takes to meet ongoing challenges and find ways to navigate the path to success.


Dale's father Don founded Interstate Wood Products in 1966, hauling wood residuals to paper mills with a three-truck fleet. Although he swore he would never be part of the trucking industry, Dale started driving for the company on a part-time basis. That was 26 years ago and Dale is now president. He also recruited his wife and kids into the company. Sons Bryce and Craig are involved in safety & operations and maintenance, respectively.

Dale's credentials outside of his company are equally impressive. He is a past OTA chair; past president of the Chamber of Commerce; part of the SW Workforce Council and is involved with the Washington Trucking Association, as well.

According to Dale, one of the best business decisions for Interstate Wood Products was acquiring another company—Signature Transport—to help grow the company. Signature Transport, which hauled for Foster Farms, was purchased in the 1980s and operated separately.

Almost 50 years have passed since Interstate Wood Products started. Today the company runs 45 trucks, including some newly purchased vehicles.





"...it's so much more rewarding to be involved personally to help shape the future of trucking."

What insight does Dale have into our industry?

Advice: The trucking industry is not for the faint of heart. With thin margins and long hours, it's definitely not for everyone. However, for those who persevere, the work is rewarding and full of great, hardworking people with good hearts. It's also important to develop a specialty niche in order to stand out and succeed.

Challenges: They are many and quite varied. Interstate Wood Products' drivers are all employees because it's hard for owner-operators to keep up with regulations and industry changes.

The future of trucking: It's important to work with kids to educate and train them on all aspects of the business. While our drivers are on the frontline and often the public face for trucking, there is plenty happening behind the scenes that keeps the goods moving. It's important to get the word out to the next generation about the importance of the industry to the economy and all the pieces that have to come together to be successful.

Advocacy: This is essential for smaller fleets, in particular. Regulation makes it difficult for smaller companies to survive, having to constantly adopt and adapt to changes and updates.

Supporting the Truck PAC: Contributing to the Oregon Truck PAC fund is truly an investment that is returned many times over. By pooling resources, those involved in the trucking industry can be more efficient in how money is spent and focus on the specific issues that will impact our businesses.

Trucking is a unique industry influenced heavily by the number of regulations we have to follow. OTA's government affairs efforts, which are funded by the Truck PAC, allow us to have a say at the table when decisions are made. We're also seeing an increasing anti-business sentiment across the country, which is reflected in the rules and regulations we're required to follow. It's important to step up and have a say.

It might be easier to sit along the sidelines and watch as things happen, but it's much more rewarding to be involved personally to help shape the future of trucking. Involvement starts by making a contribution to Truck PAC and expands from there. Each and every contribution is essential to making things happen.

How to get involved: Making a contribution to the Truck PAC is just an initial step. Educating yourself on the issues and being prepared to offer testimony and feedback, or respond to an OTA call to action, is also vital. OTA offers several opportunities during the year to show support for the Truck PAC, most notably the annual golf tournament in July. It raises a substantial amount for the PAC and is the perfect opportunity for friendly competition with colleagues. For an even more exclusive experience, individuals and companies can become part of the Truck PAC Leadership Circle. Those who pledge at a specific level are invited to attend special events and receive recognition of their support. I encourage anyone who is able to look into what being part of the Leadership Circle means. Any level of support makes a difference and is truly appreciated. ☺

Fuel Pricing and What it Means to Your Business

By Kevin Bradley @kevinb_flyers



Largely due to the relatively low price of crude oil and abundant petroleum supplies, fuel prices are down \$1.00 or more per gallon compared to this time last year. This means more spending money for most Americans and a better bottom line for your business. Having said that, fuel is a commodity. That's why prices are dependent on things like weather, foreign markets, and legislation. While it's tempting to chase the lowest street price, your best long-term plan for fuel savings is to be consistent and use a commercial fuel program.

Most commercial fuel programs work in one of two ways.

Cardlock Cards—Fuel distributors partner to create a network of sites so you can fuel at every partner site and all of your transactions appear on one invoice. Security is the real benefit to using these cards. Since you decide when, where and what your drivers buy with a combination of hard controls and real-time exception reporting, your fuel spending is optimized. Diesel trucks with a regular route are a good fit for this type of program.

Universal Cards—In this case, fuel distributors partner with a bank. This card gives you access to retail locations everywhere, allowing drivers to fuel at most retail fuel outlets. Companies with

fleets of cars or light trucks that need to fuel everywhere are a good fit for universal cards. Be careful of fees on your invoice. If you pay your bill on time, you shouldn't see any charges other than fuel.

How this can work for you.

Fuel usage of a thousand gallons per month is approximately the point where these programs can make a real difference to your fuel bill. One or a combination of these two types of commercial fuel programs can help you minimize loss and keep your products and people on the road where they can make you money.

Negotiated OTA pricing.

Flyers Energy is OTA's endorsed fuel and fleet management provider. OTA members receive a 5 cent fuel discount on gallons purchased with a CFN card and a 2 cent discount off of the street price with a Flyers Fleet card, with acceptance at more than 92% of gas stations nationwide. At no additional cost, this program also comes with security and accounting features that can save your business thousands of dollars per year. Flyers Energy will also provide a free analysis of your most recent fuel invoice to determine if the OTA discount can benefit your business. ☉

Flyers Energy takes pride in providing fuel security to companies in the trucking industry like yours and feels you deserve the best available fuel program. Not sure what might be the best solution or combination of solutions for your company? Contact Flyers Energy at 800-899-2376 or visit <http://go.4flyers.com/OTA>





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Walmart Steps Up to the Plate during Wildfire Season

By Courtney Sipel, OTA Staff

While the 2015 Oregon wildfire season can be summed up in statistics, with 10,900 firefighters, 1,000 individual fires, 600,000 acres burned and costing over \$211 million, numbers don't touch on the loss of property, households and personal belongings. While dedicated crews were battling fires across the Pacific Northwest, teams from Walmart and the Walmart Foundation committed to provide \$200,000 in cash and in-kind support for relief efforts, offering continuous support with food, water, cots, blankets, hygiene products and other necessities.

Walmart not only committed money and in-kind support, but some Walmart locations even served as evacuation points in some communities. Walmart stores in Northern California, Oregon, Washington and Idaho, which were located outside of the hazard zones, remained open 24 hours a day to ensure that the community had access to much needed supplies.



In addition to Walmart's focus on helping local communities get back on their feet, they are also assisting their own associates who were affected by the wildfires by executing Disaster Displacement Assistance. This directive helped associates and their families to get out of harm's way and cover some of the personal items needed during their evacuation.

"In good times and bad, Walmart is committed to helping families. Not only are our associates in the affected regions providing much-needed assistance wherever they can, but we're providing even more support to communities coping with these natural disasters through cash donations from the Walmart Foundation and in-kind donations from Walmart," said Chester Gray, Regional General Manager for Walmart.

"As in times of other natural disasters around the country, the trucking industry is often the first to step up to deliver life-saving essentials in affected areas."

Throughout the devastating fire season, Walmart worked alongside The American Red Cross.

"The Red Cross is working feverishly around the clock to support those impacted by these devastating fires," said Justin Matheson, American Red Cross Capital Region Board Chair. "We're forever grateful for the generous support that Walmart and the Walmart Foundation are providing. The supplies and the financial contributions help more families find support and relief from these disasters at a time when it's needed most."

OTA is proud to call Walmart one of our members. As in times of other natural disasters around the country, the trucking industry is often the first to step up to deliver life-saving essentials in affected areas. In times like these, we have to use all of our available resources to help those around us. ☺

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Information You Can Use

By Mike Vallery, TMC President

OTA Technology & Maintenance Council is the premiere source imparting current and advanced knowledge on truck maintenance and the technology involved in keeping fleets moving forward. Recent industry events have showcased the number of changes in store for truck equipment and technology. TMC offers timely workshops and valuable resources for technicians, fleet managers, service-dealers, industry suppliers, OEM's and others that support Oregon's trucking industry.

Get involved in TMC activities!

Attend a monthly meeting or event.

Join us at the Technology & Education Fair.

Tell us your ideas about how TMC can provide outreach to the trucking industry and beyond.

Your **involvement is the key** to connecting with colleagues to share insight and knowledge.

Truck technicians are constantly required to learn the ins and outs of new equipment, as well as implementing best practices for ongoing maintenance. TMC workshops are designed to offer practical, usable instruction from knowledgeable speakers.

Aside from workshops, a valuable benefit of TMC is connecting with colleagues to share insight and knowledge. At its heart, TMC is a networking partnership that brings together fleets, suppliers, industry organizations, government regulators, enforcement personnel and OEM's with the goal of providing all trucking operations improved maintenance and management techniques that can help lower operating costs and improve operating efficiency.

Service personnel can keep up to date on training and technology with the monthly workshops around the state. Be sure to check out upcoming TMC workshops and meetings online at www.ortrucking.org/events.

Also, don't forget to mark your calendars for the 2016 TMC Technology & Education Fair and SuperTech competition schedule for June! •



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the Pacific NW
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industry's
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enjoying a cup
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and
colleagues!



A Night at the Museum

DATE: December 10, 2015

TIME: 4-7 pm

Pacific NW Truck Museum
3995 Brooklake Rd NE
Salem, OR 97303



What's in Store

- * Special access to the museum
- * Food, drink & holiday treats
- * Learn what's in store for OTA in 2016 and beyond
- * Raffle prizes

Registration

An RSVP is requested.

Register for this *free* event online at www.ortrucking.org/events
or by calling 503-513-0005.

Directions

From I-5 NB/SB
take exit 263 and
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Brooklake Rd.

Museum will
be on the right.



Special thanks to our
sponsor for the evening



Safety: First and Always

By Myke Lake, SMC President

Safety. It seems like a simple concept, but when it comes to trucking it is all encompassing. This makes it even more important for any trucking organization to have a comprehensive safety program in place.

Safety stretches to all aspects of an organization. Drivers must have the required training and skill set to operate a truck safely. On top of that, they must also be aware and adhere to all of the rules and regulations put forth by numerous agencies—not an easy task. Service personnel—whether in-house or at a third-party provider—must have strong knowledge of every part and piece that makes up a truck and trailer. Warehouse, dock and other shipping employees are responsible for safely and efficiently loading and unloading goods—some of them dangerous.

This is a sampling of safety concerns that face today's trucking businesses. OTA's Safety Management Council also addresses "off-road" topics including HR and labor issues, as well as creating strong recruitment and retention processes for drivers and other employees.

You can learn more about what SMC offers by going to www.ortrucking.org > Services > Councils > Safety Management Council (SMC).

SMC holds monthly meetings in the Portland area and quarterly in Eugene and Medford that cover a wide range of topics. In addition, our program is expanding to include additional meetings and events around the state. Be sure to check out OTA's event calendar and the *OTA Weekly Express* for the latest dates and topics.

In tandem with SMC efforts are the industry-required and other practical training classes offered by OTA.

Safety expert John Sallak and others present timely training sessions that cover a wide range of sessions related to DOT, FMCSA and other agencies' rules and regulations. OTA's safety team is also well versed in navigating the sometimes confusing regulatory environment that we operate in. Members are encouraged to reach out to John with questions.

Please send any questions to safety@ortrucking.org.



The SMC Spring Safety Conference will be back in 2016.

Mark your calendar for April 21 & 22.

We'll be releasing more details on sessions and speakers soon!

2016 Calendar of Events

January 21	Seven Feathers Member Mixer
April 21 & 22	SMC Safety Conference
May 26–28	National Truck Show
June 3	TMC Maintenance Fair
June 4	TMC SuperTech Competition
June (Date TBD)	Truck Driving Championships (TDC)
July 19	Jack Stewart Truck PAC Golf Tournament
Sept 23 & 24	Leadership Convention



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Controlling your own Destiny

By Jennifer King, WHA Insurance

In today's world, safety culture, safety scores and safety discounts have evolved into an endless array of buzzwords that find their way onto calendars, posters and safety manuals. The pursuit of someone else's definition of "safe" has left most of us exhausted and still feeling left short at the end of the day. I often meet with clients to discuss frequency scores, loss ratios, severity impacts, trends, etc. We pour over reports, pie charts, and graphs and columns in every color and shape imaginable in an attempt to determine whether they've obtained a "safe culture" within the fleet.

Controlling your own destiny begins with understanding Myth #1: An accident is unforeseen. To foresee is to imagine, anticipate or predict the probability of an occurrence. Is an accident truly unforeseen? Is there nothing beforehand that could indicate the probable occurrence? If you take an accident and view it with a full vision of the event, you will likely find the root cause; or what started the domino tipping to your accident. Sometimes the cause isn't the most recent action prior to the accident.



Myth #1 An accident is an unforeseen event resulting in damaged equipment, injury or death.

Myth #2 An incident is a happening of little importance.

In an industry wrought with endless regulation, we ask if a "safety culture" could ever truly be "obtained" by a statistical illustration? Don't get me wrong, these scores and factors are pertinent. Your loss ratios and accident frequencies very much provide a starting bench mark to help measure the effectiveness of your safety program—let's not beat around the bush: your loss ratios will determine how much your carrier is going to charge you at renewal. In the end, many safety officers run their hands through their hair, grab more coffee, revamp their safety policies and ask me to make sense of it all at the next safety or managers meeting.

We've picked our day; I'm there early with a Powerpoint and venti coffee. Usually the look from the team I'm meeting with reflects they know something is awry. I introduce myself, my role with their company and then it begins... "You control your own destiny," I say. The looks I receive in return are typically hesitant, yet it's clear they are intrigued. I've now got their attention. Controlling your own destiny begins with defining an accident.

Take for example a driver who has a broken ankle resulting from jumping from a flatbed or warehouse dock. It's easy to say that the root cause was him jumping. It's pretty black and white. A basic 10-minute analysis will lead to that conclusion, right? Wrong. We must look further; dig deeper to find the true root cause. How many times has that driver jumped from the bed or dock? How many times was it witnessed? If you look closer, is this a pattern among the drivers? How often did a supervisor see this action, verbally snap at the drivers or simply roll his eyes? We should even take a look at what footwear the driver was wearing. Please don't tell me he was wearing cowboy boots!

Looking at the prior example, was this accident unforeseen? Absolutely not. But was the root cause truly the driver jumping off the bed of the trailer? Or was it a pattern within the organization of not having accountability or providing managers with the tools to enforce best policies? If a manager or another driver sees this behavior, do we turn a blind eye or just mutter idiocies?

Two rules of safety exist: daily routine and accountability. Without accountability, without breaking from “accidents happen” or “he did something stupid,” we may never cross into the true understanding that we control our own destiny. With strong leadership which includes modeling safe behavior, establishing rules, monitoring work practices—and when needed—coaching and positive re-enforcement, we are truly at the helm.

Myth #2: An incident is a happening of little importance. Every incident reflects the potential for the exact scenario that could result in an accident. In our example, the driver could have jumped, felt a pain in his ankle and remedied with Tylenol and ice for a few days. But this incident is no less important than what could have resulted in an accident. The only difference was that the ankle was only tender and not broken. Chance? Luck? I'd prefer not to place my bet again.

I'm not going to bridge into progressive discipline, driver shortage and every other factor that could come into play. I am, however, going to come back to the basic tenet of

the issue, which is: “You control your own destiny.” And controlling your own destiny begins with understanding and discarding the myth that an accident is unforeseen.

I challenge you to spend a few minutes to reflect on your culture. What model has been set? Do the managers and supervisors have the authority to compel best practices? How about fellow employees? Are we looking too quickly for the reason or looking for the root cause? In a land ruled by safety scores, I urge you to search for your own destiny, your mindset, your culture. In a fully functioning, myth debunking structure, employees not only feel responsible for their own safety, they feel responsible for the safety of their coworkers, and the organization as a whole. This is when you are controlling your own destiny and building a safe and healthy culture. ♦

Jennifer King is an account executive at WHA Insurance. She can be reached at 541-284-5835 or jking@whainsurance.com. Learn more at www.whainsurance.com.

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Start the New Year Right with a Quick Checkup

By Kevin Anderson, Anderson & Yamada, P.C.

Every business should periodically check its legal status and make sure that all information listed by various governmental agencies is up to date and correct. The checkup is not difficult and, unless you find something that needs to be updated or corrected, it should not be time consuming. Below is a list of what you should check on:

Secretary of State Registrations

Check the status of your business on the Secretaries of State websites in those states where your business is incorporated, organized or formed, in which it is registered as a foreign corporation authorized to do business, or where you have trade name(s) registered. You need to confirm that all of the information listed is current and correct and, most importantly, that your business is in good standing. If it is not, you need to update the information.

Particular care needs to be taken in naming your registered agent. A registered agent is the person you have designated to receive legal notices on behalf of the business. Whoever is named as registered agent needs to understand the importance of the role and that adverse legal consequences likely will result if an appropriate response is not made in a timely manner. That person should be an officer, director, member or owner of the company. Oftentimes the business's lawyer will be the registered agent. *(See below regarding the FMCSA's BOC-3 process agent requirement.)*

FMCSA

Check the FMCSA Registration and Insurance website to confirm that the information listed is current and correct and, most importantly, that all of the authority you thought you had remains active. We recently were contacted by a carrier located in the Midwest who was totally unaware that its authority



had been revoked because a cargo insurance certificate was not on file (HHG carriers must still file proof of cargo insurance).

If you need new authority, it is recommended that you file it as soon as possible. Through December 11, 2015, you can use the current system that is known to file for new authority. On December 12, 2015 the FMCSA will begin to phase in the Unified Registration System (URS) starting with new applicants being forced to use the URS online registration application. How that works remains to be seen.

The FMCSA requires carriers and brokers to designate agents by filing a form BOC-3. Carriers must designate agents in each state they are authorized to operate in or through—which means in every state since there is no geographical limitation. Brokers are required to designate agents in any state where they have an office or write a contract, which is not necessarily every state. Nevertheless, most carriers and brokers use companies to make “blanket filings” on

their behalf, which means the company designates an agent for the carrier or broker in every state.

Who you use to make a blanket BOC-3 process agent filing can have serious consequences. You need to know how and how quickly you will be informed of anything served on the BOC-3 process agent. You should not simply hire the lowest cost blanket company since you may pay dearly for saving a buck now.

The carrier mentioned above also ran into problems when it received a copy of a notice of a lawsuit on three weeks after the documents were served on the carrier's BOC-3 process agent. The carrier stated that it had no recollection of ever hiring the blanket company. I suspect they hired the blanket company because they received a fax solicitation from it and the price was cheap. However, the consequences will be expensive. The problem now is that the lawsuit was filed in small claims court where the carrier's response was due within 14 days after the service date. Thus, the 14 day deadline had expired a week before the carrier even found out about the lawsuit. It is very likely that a

default judgment for thousands of dollars will be entered against the carrier even though it may have had valid defenses to the claim.



SMS & MCS-150

Check the SMS website and determine your safety scores in each of the basics and figure out what violations you might be able to challenge through DataQs. If you haven't already, spend some time looking at your scores and the information provided and learn about the system. Having alerts in certain BASICS can be a significant detriment to your business. Of course, if any of the information concerning your company is incorrect, correct it.

The MCS-150 form used to update your carrier profile every two years will also be replaced by the URS MCSA-1 beginning December 12, 2015. You should check to confirm when your updates are required and calendar the same to ensure prompt filing. Failure to update that information can result in monetary fines and the revocation of your operating authority. ◉



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Oregon and National TDC Champion 4-Axle

Bradley A. Lester

Driver, FedEx Freight

By Tina Kayser, OTA Staff

Background information: Bradley Lester is a third generation Oregon truck driver, born in Portland, Ore. in 1956 to Richard and Barbara Lester. His grandfather, Jesse Lester, started Lester Auto Freight, in Hood River, Ore., in the 1920s.

Q: You come from a strong trucking background. How has your career evolved to where it is today as a long-time driver for FedEx?

A: Trucking has always been a part of my life. I remember going to the terminal with my mom as a boy, to pick up my dad after work. The smells and sounds of those big trucks are etched into my memory. And like most boys, I wanted to be just like my dad. We were living in Portland, and on weekends we would go to Hood River to see my grandmother. Sometimes I would go down to the truck shop—which was a young boy's paradise.

After high school I started my career as a production welder at Portland Willamette company, then welded at the shipyards and ended up at Zidell Corporation as a maintenance mechanic. One afternoon, my dad called and asked if I would be interested in coming to work with him and drive a truck. I fell in love with the freedom, adventure and challenges that truck driving brought.

In the mid-80s, Mid-Columbia Motor Freight sold out to Oregon Freightways and then to Viking Freight, which was acquired by FedEx Corporation. That later changed to FedEx Freight, Inc., I have been with FedEx for almost 24 of my 38 years as a professional driver.

Q: What are your values as a driver, and what would you say to new drivers just starting their careers?

A: I tell new drivers that safety is always first; and the best way to get there is to use the five keys of the Smith System® (aim high in steering, get the big picture, keep your eyes moving, leave yourself an out, and make sure they see you). It's not only our safety, but the surrounding public that we are entrusted to keep safe. This is why we train at FedEx to be safety-aware at all times.



Q: Tell us how you started competing at the Truck Driving Championships and what TDC means to you.

A: The Portland team—Dan Shamrell, Chris Outen, Curt Davis and Jim Rudd—challenged me to join them in competing in the Oregon TDC. These guys are some of the best truck drivers in the industry. We challenge each other to be better drivers and stewards of the trucking industry. Each team member has become a lifelong friend. After three attempts at trying to place at the state level, I won and qualified to compete at the National TDC. With a little luck and skill I won first place in the 4-Axle Class at the National Truck Driving Championships. The TDC makes you more aware of your abilities as a driver and gives you a sense of pride in your capabilities. My only regret is waiting most of my career to get involved in the competition.

The National TDC was everything my teammates told me, and much more. It's a *celebration of safety* and a gathering of the most positive-thinkers in the trucking industry. I'm already doing what it takes to get back to next year's competition by always driving safe! ◉



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Susan Reszczynski, Compliance and Safety, Joel Olson Trucking

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