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ISSUE 3, SUMMER 2016



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OTA in Action
Safety Management Council (SMC)
Technology & Maintenance Council (TMC)
Truck PAC

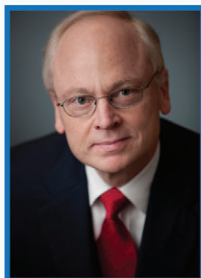
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Welcome to the next edition of the *Dispatch* with the theme of past, present, and future.

Our featured company in this issue is Reddaway Trucking with a look back at their history. Each trucking company in Oregon has its own unique back story and path to success and many, like Reddaway, have called Oregon home for many years. It's these companies that form the backbone of Oregon trucking, as well as OTA and truly deserve to be recognized and celebrated.

We've had a string of successful events this summer, including the Truck Driving Championships, TMC Maintenance Fair/SuperTech competition and the Truck PAC golf tournament. I want to thank everyone who came out for these events as participants, attendees and sponsors. Your support of these major events, along with our training programs and other council meetings keep OTA's mission and outreach a dynamic part of the association itself.

OTA's next big event is coming up in September at our annual Leadership Convention at Eagle Crest in Redmond, Oregon. We already have a number of engaging speakers lined up, plus a number of activities to promote attendee interaction with our Allied members, as well as plenty of networking opportunities to catch up with friends and colleagues. The convention will mark the passage of my first year of a two year term in office. As I look back over my first year in office, time seems to have flown by. Along with working toward our goals, each week seems to bring another issue that requires attention, which is a very familiar scenario for those of us who run a trucking company in Oregon.

Some of the highlights of my first year include:

- ▶ The success of our events. The participation and quality of our events is up and this has led to a financial benefit to our association.
- ▶ The quality of our staff. We made some changes to our staff mid-stream, but as you can see from item one above as an example, this has led to greater results and I believe the results in the future will be even better.
- ▶ We have been working at having greater input from our committees and task forces, along

with the formation of several new committees. In the future, I believe our committees will be stronger and contribute even more, to the ultimate benefit of the association.

- ▶ We have been able to raise our revenues by a small amount. With success in cost controls and our events, we have been able to financially perform much better. I believe our efforts with non-traditional revenue sources and plans to make our events even bigger and better than last year's, we will continue make the association stronger.
- ▶ The political environment. Fees and taxation and labor issues continue to expand each year. With next year being a full legislative session, this year will probably seem mild in comparison. We must rally behind the association and get our voice heard.

I want to thank everyone who came out for these events as participants, attendees and sponsors.

In the present, the association has been doing some spring/summer cleaning. The interior of the office was painted; we have a new phone system being installed and have board room wired for presentations. We have changed our website provider with a primary goal of ease of use to reduce time and effort to get things done.

For the future, I look forward to closing out some of my goals:

- ▶ Increase membership
- ▶ Increase Truck PAC donations
- ▶ Get our new committees up and running: Dues Taskforce, Allied Members Committee and Public Awareness and Image Committee
- ▶ Streamline current committees
- ▶ Social media direction
- ▶ OTA safety and compliance strategy

It's been a pleasure to serve the organization and I look forward to another year. ☺



BART SHERMAN
OTA Chair



JANA JARVIS
OTA President

The lazy days of summer are starting to shorten as I write this column in early August, but there has been nothing “lazy” going on at the OTA office! After a busy spring with the Safety Convention, we moved quickly into a number of events that you will see reflected in the pictures throughout this edition of the *Dispatch*. One of those events, in particular, caused us to slow down for a moment and reflect on the history of this industry that has evolved into a major component of the American economy.

The American Truck Historical Society held their annual convention in Oregon this year at the Salem fairgrounds, and we were privileged to participate in the event. OTA was recognized for their 75+ years as *the* trade association for the trucking industry and several of our members were recognized, as well, for their long history in the trucking industry. We are featuring Reddaway in this edition and you can see that they also have a long history in Oregon. When you think about how this industry has changed over the decades—you can’t help but admire the staying power of many of our members. My father used to love to quote the old English proverb that “you don’t know where you’re going until you know where you’ve been” every time I had some crazy new idea, and as I’ve aged, I have come to appreciate the sentiment. It’s important that we, as an industry, take the time to recognize and understand the evolution of our industry as we take on and face the new technological and political challenges ahead of us.

Part of understanding where we have been is recognizing and appreciating those individuals that are integral to our industry—the truck driver and the technician! OTA held several events in June focused on those segments of our industry. The Oregon Truck Driving Championship was held at the FedEx facility on Swan Island early in June and state champions headed back to Indiana for the national competition in mid August. Thank you FedEx for hosting us! We also enjoyed a crowded, successful Maintenance Fair at the Airport Holiday Inn later in June followed the next day by the SuperTech competition for technicians, with their national competition coming up in September in Raleigh, North Carolina. We were pleased to have so many students compete at SuperTech this year—it’s a

great opportunity to scout for talent among these students while volunteering at this event so we hope to see more of you next year to make it even bigger and better!

Following closely on the heels of these events was the annual Truck PAC golf tournament at Langdon Farms Golf Course in July. We had a highly successful event with over 100 golfers where we raised over \$20,000 to help our political efforts this fall. In early September we will host the Leadership Circle event for those contributors that make an annual \$1,000 or more. These events are fun and a great opportunity to socialize and network—but they are so much more than that. In order for our industry to have a meaningful impact we need to raise enough funds to get noticed. We have work to do on that front, so stay tuned as our fundraising outreach efforts evolve over the next election cycle.

In the midst of all of this activity, the OTA office had a major facelift this summer! New paint, new carpet, new flooring, and a new phone system give us a fresh new face and outlook. As this neighborhood gentrifies, it improves the value of our building as well. With this improvement in mind we are reaching out to you to help us with our décor by sending us photographs that we can use for artwork on our walls. We have a couple of pictures from the calendar contest last year—and we are excited to showcase our members’ trucks artistically, so we hope you will participate in this competition. We also launched a new website with a new database in July that promises to be easier to use and more interactive. Please take a moment and review your data so that we have your correct information—and then take a moment and let us know what you think!

The Leadership Convention at Eagle Crest in Redmond, Oregon will be coming up shortly after you receive this edition of the *Dispatch*. There will be a number of nationally recognized speakers talking on a range of topics pertinent to your business. Hopefully, by the time you are reading this column you have already made plans to attend (and have registered!), but if not, I would appeal to you to decide to attend. Our allied members will be sponsoring the Allied Showcase on Friday that will allow you to get an overview of all of the great partners we have in the trucking industry. In addition, there are

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receptions, dinners, entertainment, and golf... at a beautiful resort! What more could you ask for?

Still up this fall will be the OSHA training around the state that John Sallak will be doing for OTA. This training is the result of the OSHA grant we received earlier this year and not only will it be worth your time—it will be free! We will be posting a schedule on the Weekly Express as these get scheduled, so watch for that. Additionally, we will be doing more

On the Road sessions this fall to talk about the 2017 legislative session and bring you up to speed on all of the programs and services that OTA has to offer you. Again, watch for those details in the Weekly Express.

And lastly, you will notice in this edition of the *Dispatch* that there are a number of difficult political issues and some contentious elections percolating this fall. We have tried to bring information to you to help you better understand what's at stake this year. Measure 97, by

itself, would be enough to consider, but when you combine that with the variety of other initiatives and difficult candidate elections you know that this year is not a year to sit on the sidelines. Take the time to read and educate yourself on the issues. Reach out to us if you want to have some perspective on either issues or candidates. Remember, as American ambassador and diplomat Chester Bowles once said, "Government is too big and too important to be left to the politicians." Be involved! ☉

Events

September 8
Truck PAC Leadership Circle Appreciation Event

September 9
Open House Ice Cream Social

September 14
Jubitz 2016 Driver Appreciation Day*

Sept 23-24
65th Annual Leadership Convention

*Non-OTA hosted event

Find updated event information at www.ortrucking.org.



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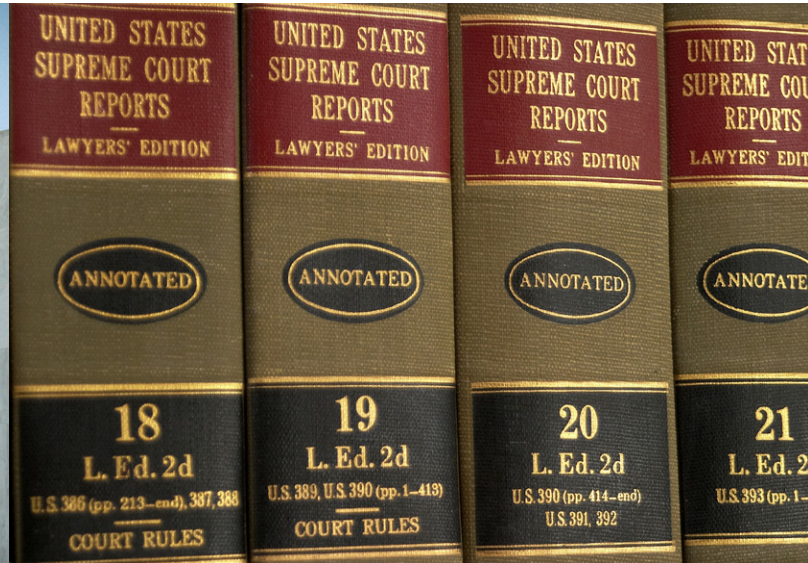


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BOB RUSSELL

OTA Vice President/
Government Affairs



The Impacts of M97

BY NOW, I'M SURE YOU ARE ALL AWARE OF MEASURE 97 (M97)—the mother of all corporate tax increases. For those of you that are not familiar with the details, M97 is a ballot measure that, if passed in November, will implement a \$3 billion per year tax increase on C-Corps with gross revenues exceeding \$25 million per year. For companies that fall into this category, they will pay \$30,001 on the first \$25 million of sales and 2.5% on sales above that amount.

According to the Legislative Revenue office, the tax will act more like a sales tax rather than a traditional gross receipts tax because sales will be taxed at all levels in the distribution chain. For example, gasoline sold by a major oil company to a wholesaler will be taxed as well as the wholesaler's sales to a retailer and then the retail sale to the consumer—as long as the companies involved are C-Corps and have gross revenues in excess of \$25 million. Given this example, the effective tax rate could be as high as 7.5%.

While there are relatively few taxpayers that will be required to pay the tax, it will impact Oregon's entire economy and obviously, not in a good way.

For those companies that are impacted it will increase the cost of goods and those costs will be passed on to you. Many of the products and services you buy will be impacted, and the cost of doing business in Oregon will rise.

OTA and the broader business community strongly oppose M97. If you are interested in participating in the campaign to

oppose it, please contact either Jana or me and we will get you connected with the campaign staff.

So, the next question is how could M97 impact transportation funding in the event that it passes or that it fails? The best outcome for funding our highways, streets and bridges is if M97 passes in November. The reason is because Article IX of the Oregon Constitution requires that all taxes on motor vehicle fuels and the ownership, operation, or use of vehicles shall be deposited in the State Highway Fund. This will raise hundreds of millions of dollars for roads. Exactly how much is not clear at this time. The Legislative Revenue Office is currently working on an estimate that will be used in the Cost Allocation Study if the measure passes.

Certainly, the majority of these revenues will be raised from the sale of gasoline and automobiles. This will require an additional increase in truck taxes in order to balance the books between light and heavy vehicles as required by the Constitution. While our roads will benefit, Oregon's trucking industry will not. Trucking companies located out of state will be able to avoid the additional taxes on the fuel and trucks they buy. However, everyone will suffer from the dampening effect this tax will have on Oregon's entire economy.

So, what happens if M97 fails? To some degree, this depends on whether or not the Democrats pickup more seats in the Oregon House. Let's look at the different scenarios. In all



on Transportation Funding

scenarios, there will be a significant budget deficit. Legislative Fiscal estimates that it will be around \$750 million per year or \$1.5 billion per biennial budget cycle. The Democrats certainly do not favor sufficient budget reductions necessary to address the problem. You may have heard Governor Brown say that we have a revenue problem. Of course, this means an increase in taxes, and businesses will most likely be the target.

The Democrats have already indicated that they want to pass a Transportation Funding Package early in the 2017 session. If they pickup sufficient seats in the House, they won't need any Republican votes to pass a tax increase. It appears their strategy is to pass the Transportation Funding Package and then balance the budget with a tax increase on business. Under this scenario, I don't think we will like either the Transportation Funding Package or the business tax, as many of our issues, including the Low Carbon Fuel Standard, will not be addressed. It will also be likely that the transportation tax increase will be more than we can bear; the Speaker has said that she wants a billion dollars per year for transportation. This would require close to a 100% increase in the weight mile tax plus some sort of business tax increase.

The Republicans have said that they do not support this approach. They want to deal with transportation funding at the end of the 2017 session so that a transportation tax increase and a business tax increase can be considered together. This works if the Republicans don't lose any seats in

the House. However, when confronted with two potential tax increases, it is likely that the Democrats will kick the Transportation Funding Package to the curb and focus on balancing the budget. The reason this is a likely result is that the Democrats will not want to give the Republicans the leverage they would have if both tax bills were to move forward close to the mandatory date for adjournment. The Legislature must balance the budget. They do not have to fund transportation.

The other possible scenario is that the Republicans actually pickup seats in the House. They then would have the leverage to insist upon passage of a Transportation Funding Package, that we might like, and balance cuts with increased revenues to address the budget problem. The challenge is that business is going to have to fund somewhere in the neighborhood of \$20 million just to defeat M97 and an additional amount to fund the House Republican campaigns at a sufficient level to actually take back seats. This is a lot of money and more than business has spent in any previous election cycle.

Sorry, but none of this sounds particularly good. As an industry, we can sit on the sidelines and wait to see what happens. However, I don't think you will like the result. If there ever was a time when you need to look at an investment in politics, as an investment in your business, now is that time. Please, consider an investment in Truck PAC and M97. You can contact either Jana or me for more information or help in making your contribution. ☺



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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The Facts About Measure 97 *the \$6 Billion Tax on Oregon Sales*

Measure 97 (M97), a proposed new \$6 billion tax on Oregon sales, will be on the November 2016 statewide ballot. It is the largest tax increase in Oregon history.

M97 proposes a new 2.5% tax on the total Oregon sales—not profits—of businesses organized as C-Corps that generate \$25 million or more in sales. In fact, **M97 would tax sales and not profits**, meaning businesses would be required to pay the new tax whether they have a large profit, small profit, or *no profit at all*. Other businesses selling the same products and making as much or more money are exempted just because they're set up as S-Corps or B-Corps, although it would be the next natural step to expand this tax to this group if M97 is approved by voters.

Carriers would pay this tax in our industry in the form of higher costs for fuel, parts, insurance, and many other goods and services. M97 is the worst kind of tax on sales because it can be added at each step in the supply chain process. By the time an Oregon product goes from a producer to a distributor and then to a retailer in the state, it may be taxed multiple times before finally reaching the consumer, making Oregon products more expensive and Oregon companies less competitive.

A study by the nonpartisan Oregon Legislative Revenue Office (LRO) concluded that about two-thirds of the tax M97 would impose would end up being paid by Oregon consumers, **costing the average Oregon household more than \$600 every year**.

The LRO also estimates passage of M97 would result in **the loss of more than 38,000 private sector jobs**, impacting Oregon's overall economy, working families, small businesses and multiple industries.

The proponents of this massive tax increase can't even guarantee the \$6 billion would be spent on schools, healthcare, or senior services, as they claim. All of the new tax revenue would go to the General Fund, giving politicians and bureaucrats a blank check to spend billions of dollars as they please with no accountability to the public. The only guarantee in M97 is higher costs for Oregon products and services, as well as damaging economic impacts that could threaten the recent economic improvements that we have worked so hard to achieve. ☹

You can also learn more about M97 by going to the campaign website at Defeat97.com.

Register for 2016 65th OTA Annual Leadership Convention

OTA WANTS TO SEE YOU AT OUR ANNUAL EVENT! We have arranged a series of speakers to present topics important to you: economic forecasts, autonomous trucks, Oregon transportation policies, and more. Join us at Eagle Crest in Redmond, OR on September 22–24 to network with other members and learn about updates in the industry. Don't miss this event; visit www.ortrucking.org/events to register.



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REDDAWAY, FOUNDED IN 1919 IN OREGON CITY, OR, is the oldest continuously run trucking company in the state of Oregon. It was originally owned by the Reddaway family, and though it changed ownership throughout the years, the company decided to keep its name because of its market value, customer loyalty, and name recognition. In the 90's, Reddaway expanded from branches only in the Pacific Northwest to California and Nevada. About a decade later in 2005, Reddaway was purchased by YRC Worldwide. Today, as a premier LTL carrier in the western states, operations include 50 service centers and over 3,000 employees across 12 states and British Columbia, Canada. Six of these terminals are located in Oregon. The executive team currently includes (as pictured in the cover photo left to right) Steven Selvig, Vice President Sales & Marketing; Dan

Kling, Chief Financial Officer; T.J. O'Connor, President and Chief Executive Officer; and Bob Stone, Vice President, Operations.

Regulations involving employment, EPA laws, and others can make it challenging to navigate operations from state to state. Reddaway is constantly finding new ways to stay current and comply with multi-state shipments. Also, with a spike in e-commerce, there has been a shift from business to business marketing to non-commercial deliveries. Reddaway has partnered with specialized carriers to assist with some of the direct to consumer shipments.

Reddaway specializes in day after pickup or two-day service—a niche in the industry—and is capable of operating over 500 miles overnight, if needed. Reddaway also offers a guaranteed service with 99.86%

accuracy. It's clear that reliability and predictability are part of the company's core values. The leadership team refers to the balance of offering best of class service and controlling costs the "Reddaway Paradox" because it's difficult to manage both. However, they've recognized the need to challenge themselves to be better and that changing with the times is important. Reddaway operates with thin margins but is very effective at managing costs.

The company has taken advantage of running triple trailers in designated lanes in the west. Many people don't realize that these larger trailers actually reduce congestion and fuel. The safety record for triples is actually better than with singles or doubles, and of course, it increases the ability to transport more freight in a single

Reddaway is committed to hiring military personnel.

trip. The company feels privileged to offer customers such a diverse fleet.

Training and practicing safe working skills and maintaining safe equipment in the office, the warehouse, and on the road is one of the reasons the company will soon be celebrating their 100 year anniversary. Reddaway has been recognized for having a safe fleet in Oregon, a movement they refer to as “Consumed by Safety.” There are plenty of technological advances that assist with their safety commitment, and the organization is progressively incorporating features into their trucks such as automated transmissions, anti-collision, stability control, cruise control that’s adaptive to varying terrain, and auto braking. Options for built-in cameras are also under analysis. Reddaway plans to comply with the new ELD mandate within the year, and has already set up tractors for easy installation, though they have not yet selected a specific product line.

Aslaiyi “Osh” Wilkes, a driver for Reddaway and a winner of the 2016 Oregon Truck Driving Championship (TDC) will be competing at ATA’s upcoming National TDC event. In addition, Reddaway won the Team Award this year. The company is very active in state championships. The organization has sent winning drivers to the nationals for as long as they can remember, and this year three additional state winners will compete alongside Wilkes. Reddaway is a proud member of every state motor transport association where they have operations.

The driver shortage is real, but that doesn’t mean it can’t be reduced. One of Reddaway’s strategies is to look to the military for recruits. The company tries to recruit early, before

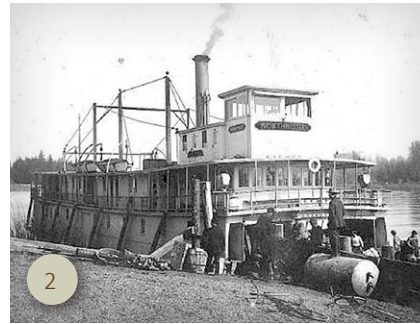
people finish their military term. Reddaway has attended military specific job fairs and has been looking for all levels of experience. They have a long history of hiring veterans, and so far the company has hired 140. It’s actually been a great fit for both parties because military employees know how to follow instructions, have manners, are safety-focused, and share common values with Reddaway. They’ve also developed programs to capture high school graduates about to enlist and guarantee an interview when they finish service. During the recent Partnership Army for Youth Success (PAYS) program, they recruited eight new candidates. Another program they’ve had success with is “Heroes to Highways.”

Reddaway employees actively participate in community events. The company helps support efforts of cancer research, food bank, blood drive, and disadvantaged veteran, and other charitable organizations. During natural disasters, they have provided relief support services. Reddaway recognizes the need to give back and tries to do its part.

So what is the main reason for Reddaway’s success in the industry? After all, only five other Oregon headquartered trucking organizations have as long a history as Reddaway. According to the executive team, it’s loyal customers that have kept the business moving and growing. Customers need their service. For over 97 years, the company has maintained a high market share because of the strong relationships they’ve built with their customers, and some even consider Reddaway an extension of their own business. And, simply put—trucking is a necessary component to a high quality standard of living.

However, customers aren’t the only reason. Reddaway has a team of dedicated employees, some of which have recently celebrated their 30 year work anniversary. Quite a few descendants of the original Reddaway family are still working in various departments of the organization; the workplace is multi-generational. The company has a continuous goal of retaining current employees, and that’s not changing anytime soon. 🕒





BILL CALL

Keeping Trucking History Alive

By Robin Will, Historian

AT THE AGE OF 90, BILL CALL HAS SEEN LOTS OF CHANGES in the trucking industry in Oregon—and he personally helped make his fair share of them.

Bill and Dolores Call transformed Reddaway Truck Line from a mom-and-pop short-haul operation into one of the largest carriers on the American west coast, at a time when Oregon's entire trucking industry was stifled by regulations from the horse-and-buggy era.

Growing a trucking company was difficult under those conditions, and Bill discovered he had the skills of a diplomat as well as those of a trucker. By the time he retired, he personally knew most of the important people in the industry from Salem, Oregon to Washington, DC—and Reddaway was serving the I-5 corridor between Vancouver, BC and San Diego.

If you claimed Bill Call grew up in a truck, you wouldn't be far wrong. His dad drove for Morgan Truck Line (it later became the Rand Line) out of

Cloverdale, Oregon, in the 1920's. Bill can recall riding in the cab of a solid-tire truck as his father negotiated the marginal Tillamook County roads, including sections of "corduroy" where timber had been laid down as a roadbed.

The freight business was changing rapidly in the teens and twenties of the last century. For the most part, freight arrived in Oregon on ships, via the Panama Canal, or on trains—but for ships and trains, the job ended at the dock or the railhead. Beyond that point, big wagons pulled by teams of horses (hence "teamsters") had always moved the heavy freight, and one-horse drays were used for lighter deliveries. Motor trucks could do either job, something that the railroads were quick to understand.

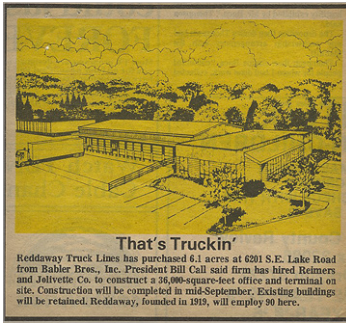
The result was regulation, both at the Federal level (Interstate Commerce Commission) and by the State of Oregon (Public Utility Commission). The ICC was established in 1887 to

guarantee consumer rights and keep standards high.

Oregon's regulators did something similar. Long-haul carriers were heavily restricted, and short-haul firms were allowed authority to operate within certain areas—usually a matter of picking up at a dock or railhead and driving goods back to a home territory. Reddaway's authority was Portland-to-Oregon City and within Clackamas County.

Bill enlisted in the U.S. Marine Corps in 1943 at the age of 17 and arrived in the South Pacific with the 3rd Marine Division Tank Battalion in time for campaigns on Guam and Iwo Jima. At war's end he completed his military service in China, then spent two years as a construction worker in Alaska. He re-enlisted in the Marines in 1950, where, in a motor transport battalion, he was part of the Inchon and Chosin Reservoir operations.

Back in civilian life in 1951, he went to work at Pierce Freight Lines as an over-the-road and city driver and in



1. Dolores Call is usually camera-shy, but here's a shot of Dolores and Bill taken from a Reddaway newsletter.
2. Salem Navigation Company's *Northwestern* called at farms and landings along the Willamette until the early 1930s, leaving service the same year Highway 99E was completed into Portland.
3. That's Bob Call on the left, with Bob Jr., at the Morgan Truck Line terminal in Cloverdale. The year was most likely 1927–1928.
4. As the old guy on the block, Bill gets requests to identify what's going on in historic photos. He was surprised to recognize his sister (Maxine Call Whitehead) rowing this boat among the SE Portland freight terminals during the flood of 1948.
5. That's Bob Call, Bill's dad, with one of the Pierce Freight Lines trucks.
6. Reddaway's Truck Line was founded in 1919. This picture from the Reddaway archives is undated.
7. Father and son, second and third generations involved in the trucking industry: Bill and Todd Call, in front of one of the murals at Bill's Place.

1952 married Dolores Morgareidge, one of Pierce's office staff. At Pierce Freight Lines and their successor, Valley Copperstate, Bill was, consecutively, driver, dock supervisor, salesman, and General Sales Manager.

In late 1970, Bill and Dolores separated from Valley Copperstate, and in 1971 they purchased the Reddaway Truck Line, a short-line carrier in Oregon City, from the son of the founder. Limited by their Oregon PUC, Reddaway had only a few trucks doing primarily short-haul work in Clackamas County.

Bill found ways to make operations more efficient and profitable, but potential in Clackamas County was limited. Bill began looking for a way to expand his business. He could either apply for authority to enter a new territory and face delays and appeals from businesses already in the area, or he could purchase a firm with authorities already in place.

Reddaway's first expansion was the acquisition of Salem Navigation

Company. "The Salem Navy" had given up their sternwheelers in the 1930's, holding onto their trucking business but never bothering to change their name. The trucks had done a little less business each year, and by 1972 the company was looking at the end. Bill liked the name and the history, but most of all he liked the Portland-to-Salem authority, 44 miles in all, that he would acquire with the deal.

It didn't happen quickly. That 44-mile authority was held up for more than a year. Carriers with more clout than Bill were not interested in having competition in their territories and found ways to obstruct the process. It took a visit to Senator Mark Hatfield in Washington, D.C. to expedite the situation. As a result, Bill remembers Reddaway's first "long haul" trip, from Portland clear to Salem, as a huge milestone in his business.

He might be gloating just a little as he points with pride to another feature of this transaction: saving the jobs of

every single employee of Salem Navigation Company. He is proud of that, because employees were a big deal with Bill. "I wasn't successful all by myself," he states. "I had great employees—union and non-union—over the years. I always felt a responsibility to them, and I couldn't have had better people around me."

By 1975, the Interstate Commerce Commission was losing its chokehold on the trucking industry, and Reddaway was able to establish a terminal in Seattle. Oregon's PUC was slower. They created additional authorities in the Salem-Eugene-Roseburg areas that Reddaway obtained, and with the acquisition of Paradise Transfer in Medford in 1985, Bill finally had border-to-border authority in Oregon. Reddaway was on a roll.

The rest of the story is about innovation and growth of an LTL (less-than-load) operation to regional stature, and its eventual sale to TNT.

continues

Bill retired when the company was sold, and his son Todd, who had started moving trucks in the Reddaway yard as soon as his feet could reach the pedals, served as President of Reddaway for six years under TNT ownership.

Bill didn't slow down much in retirement—he simply changed directions. He had started a car collection, and wanted to spend more time with it. As a World War II & Korea veteran—survivor might be a better word—he wanted to become involved with military veterans' associations. He wanted to collect some pictures. All of those goals have been realized in a warehouse space known simply as Bill's Place, containing (at the moment) 18 pristine cars and displaying murals as

high as the 30-foot ceiling. Bill keeps daily office hours, and occasionally hosts veterans' association functions and tours of his collection.

Bill doesn't live in the past—he usually wants to talk about his current interest, serving in an Honor Guard for military burials at Willamette National Cemetery. He helped officiate in almost 400 burials in the last few years.

On the other hand, he's interested in history because he has seen quite a bit of it. He plans to write a book, documenting some of the giants he has known in the trucking industry. A look at the murals on the walls of Bill's Place underlines the point. Some of the pictures are military and patriotic, but an enormous section of

wall is devoted to his involvement in the trucking industry.

Over the years, Bill has worked at a regional level with Oregon Draymen and Warehousemen's Association and with Oregon Short Haul Carriers. He enjoyed the regional focus, meeting governors, senators, and State and Federal regulators as they came and went, but it's revealing to know what he did when he stepped down.

What about those beautiful cars in his collection? Whenever possible, instead of having them shipped, Bill drove them home—alone, from New England or the Midwest—getting to know the cars, and savoring those long and solitary hours behind the wheel.

...Like an old-time trucker. ☺



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2016 OFFICE MAKEOVER PHOTO CONTEST

Calling all OTA photographers—along with our website and office renovation projects, we need some new artwork, too! We're looking for help from our members to send their best truck-related photos. The winning photo(s) will be enlarged and printed on a canvas to hang in our office. The grand prize winner will receive a \$50 gift card, be featured in the fall 2016 edition of the *Dispatch*, and have their artwork displayed on our website and social media pages. Only high resolution professional camera-grade photos will be accepted. ☉

Complete contest rules can be found on the entry form link found on OTA's homepage or you can log into the MIC to download the document (listed under "Resources").



OTA's New Website & Database

Check out our new "look" at www.ortrucking.org! The OTA team has spent the last month updating our brand new website and database. We hope you'll have an easier time navigating our public website and accessing your profile on the Member Information Center (MIC). Here are some changes that will be important to you:



- Instead of having one username and password per company, now everyone has access to members-only content in the MIC using their own login credentials. As long as the representative is listed in our system with an email address, they can log in. Access to the MIC includes member deals/discounts through benefits partners, event registration using the special member rate, and additional documents, event photos, and more.
- Don't worry—only the assigned primary contact will have full access to their company profile to create a company description and to update company contact information, including personnel changes. Standard users will be able to see posted members-only information and update their personal profile, but he/she will not have the ability to change company information. Additionally, the billing contact will have standard access, plus the ability to view and/or pay bills online. **Please either log in or contact us to update your primary and billing contacts as well as your main company profile that will display in our directory.**
- The main company profile is usually considered your main Oregon location. Additional locations will be listed separately. **Contact us if you have additional locations you would like to list in our directory and if you have a primary contact for each location.**
- We hope to offer advertising opportunities on our website to help promote your business to others.
- We also hope to offer opportunities to post member-to-member deals in the MIC.

We ask that everyone be patient with us while we learn our new system and make updates as needed. Give us a call 503-513-0005 or email us at info@ortrucking.org if you have not yet received your login information, have questions about the change, or have a suggestion to improve our site. ☉

2016 Truck Driving Championship (TDC)

DESPITE THE HIGH CHANCE OF RAIN, OTA's annual Oregon Truck Driving Championship attracted over 90 of the safest truck drivers in the state. Each individual competed on the course hosted by FedEx Freight at their new ground facility in Portland, OR on Saturday, June 11, 2016. Friends, family, and coworkers came to cheer on the contestants while our hard working volunteers took score during each phase of the competition. Drivers were required to complete a written exam, a pre-trip check to catch special circumstance issues, and an actual driving assessment on an expert-designed course to gain as many points as possible. Although there were plenty of seasoned drivers and recurring companies, we were also greeted by fresh faces eager to challenge winners of years prior.

continues



Congratulations to all TDC Winners,
& Good Luck at Nationals!

2016 GRAND CHAMPION

★ **Brad Lester**, FedEx Freight

TEAM

★ **Reddaway**

ROOKIE OF THE YEAR

★ **Ryan Schmutzer**, FedEx Ground

TEAM PRE TRIP

★ **Walmart**

INDIVIDUAL PRE TRIP

★ **Arthur Metteer**, Walmart

3 AXLE

- ★ **Curtis Davis**, FED EX Freight
 - ★ **Raymond Miller**, Old Dominion
 - ★ **Michael Karmolinski**, UPS Freight
-

4 AXLE

- ★ **Aslaiyi Wilkes**, Reddaway
 - ★ **Dan Shamrell**, FedEx Freight
 - ★ **Mike Sanders**, Old Dominion
-

5 AXLE

- ★ **David Fry**, Walmart
- ★ **Doug Daniels**, Terrain Tamers
- ★ **Steven Nelson**, Old Dominion

FLATBED

- ★ **Brad Lester**, FedEx Freight
 - ★ **Art Metteer**, Walmart
 - ★ **Chad Jackson**, FedEx Freight
-

5 AXLE SLEEPER

- ★ **Heladio Fernandex**, FedEx Freight
 - ★ **Bob Naranjo**, Walmart
 - ★ **Juan Covarrubias**,
Tradewinds Transportation
-

STRAIGHT TRUCK

- ★ **Chris Outen**, FedEx Freight
 - ★ **Paul Baker**, FedEx Express
 - ★ **Christopher Ware**, FedEx Freight
-

TANK

- ★ **Randall Crafts**, FedEx Freight
 - ★ **Lynn Springer**, Pacific Service Center
 - ★ **James Rud**, FedEx Freight
-

TWINS

- ★ **Dave Siemer**, FedEx Freight
 - ★ **Jerry Lambert**, FedEx Freight
 - ★ **Steve Huntington**, Old Dominion
-

STEP VAN

- ★ **Ryan Schmutzer**, FedEx Ground
- ★ **Kailen Bronson**, FedEx Ground
- ★ **Alexander Dilitto**, FedEx Freight

Everyone was welcome to enjoy a delicious lunch compliments of Foster Farms, Frito Lay, and Reser's Fine Foods. Throughout the event, participants and volunteers alike commented on how important this event is to the trucking industry especially because it encourages safe practices. Drivers have a huge responsibility to get products to their destination both efficiently and safely, and this event is a way to test their skills in a smaller and tighter setting than they may be used to on public roads. After a full day of anticipation, Brad Lester of FedEx Freight took home the Grand Champion title—congratulations! He will be competing in ATA's 2016 National Truck Driving Championship on August 10–13 in Indianapolis, IN. OTA would like to thank all the TDC drivers, sponsors, and volunteers for your continued support. ☺



Special thanks to all our TDC sponsors!



Keep a lookout on the OTA's YouTube page for the 2016 TDC event video.

OTA Members Recognized at ATHS Convention and Truck Show

THURSDAY, MAY 26, 2016 WAS THE OPENING DAY for the Antique Truck Historical Society's annual Convention and Truck Show at the Oregon State Fair & Expo Center in Salem, OR. Thousands of trucks made their way to the grounds, giving spectators a full view of the beautiful collection of antique trucks. After an evening dinner reception for about 400 people, OTA held an ice cream social, featuring three delicious flavors from Umpqua Dairy—a big hit!

On Friday, OTA staff watched members receive service awards during the official award banquet ceremony. Congratulations to all the winners! 🍷



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- ★ Oregon Transfer Co.

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- ★ McCracken Motor Freight
- ★ Oregon Trucking Associations, Inc.

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- ★ Anderson Brothers, Inc./ John Anderson

50 YEAR COMPANY

- ★ Commercial Trailer Leasing & Rental Co.
- ★ Leavitt's Freight Service

50 YEAR COMPANY & GOLDEN ACHIEVEMENT AWARDS

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Truck PAC Golf Tournament

LANGDON FARMS OPENED THEIR GROUNDS for yet another year to host OTA's annual Oregon Truck PAC Golf Tournament. Over 90 golfers joined either individually or part of a team early Tuesday morning, July 19, 2016 to play a full 18-hole tournament on the beautiful course in Aurora, OR. Golfers were able to enjoy one of the cooler days in Oregon's typically hot summer, socialize with teammates and table sponsors, and challenge other teams with their impressive swings. Many tried their luck with the "Chipping in the Pond Challenge" near the OTA booth. Many participated, a few were even within an inch, but unfortunately none were precise enough to hit the target.

Congratulations to the teams that received top scores! Who will step up to the tee next year? As one of our top Oregon Truck PAC fundraisers and one of the more relaxed OTA events, we can hardly wait to find out. OTA would like to thank all the participants, volunteers, and sponsors for donating and helping raise money for the PAC. ☺



CONGRATULATIONS to the top scoring teams!

- ★ Blake Baklund
- ★ Joe Couey
- ★ Evan Friese
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- ★ Scott Haskin
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Defensive Driving School Begins

By John Sallak



VERY SOON, THE SCHOOL YEAR WILL BEGIN. Students everywhere (kindergarten, elementary, high school, and college) will be on the move. Many of them, when on foot, will be concentrating on everything but the traffic around them.

- Be particularly careful around school buses. Understand the laws and safety rules that are designed to protect students. Obey the lights and stop paddles.
- Always watch for students running to catch a bus, and possibly darting through traffic. Watch for them again, as they leave the buses.
- If you are operating near high schools and college campuses, the students on foot are often trying to find buildings or classrooms, and not paying attention to traffic at intersections.
- Parents dropping and picking up children are a unique hazard. In school areas, watch for the cars that might be moving to or from the curb, as the driver may be preoccupied with activity inside the vehicle. ☉



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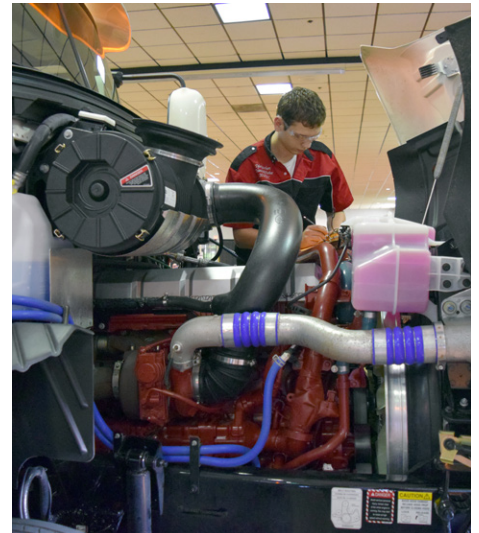
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Maintenance Fair & SuperTech Competition



FOR OVER 25 YEARS, THE OREGON TMC has been offering regular workshops covering basic, advanced, and emerging vehicle technology and connecting technicians with industry leaders, technical trainers, safety professionals, educators, and experienced peers in their field. TMC will be hosting workshops all around the state this fall. There are workshops being held in Portland, Eugene, Medford, Pendleton and Redmond. Check the website www.ortrucking.org for schedules.

The TMC hosted the Maintenance Fair & SuperTech competition on June 3–4, 2016. OTA and the TMC appreciates the support from our vendor partners and the countless volunteers to make these events successful. Mark your calendars for 2017 events; they will be held on April 14–15, 2017.

continues



APRIL 14-15, 2017

Mark your calendar for the next Maintenance Fair & SuperTech Competition!



Visit OTA's YouTube page to watch the highlights from this year's SuperTech!



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Maintenance Fair

Maintenance managers, technicians, and other trucking industry carrier members attended OTA's annual Maintenance Fair held at the Holiday Inn, Portland Airport, OR on Friday, June 3. Various public speakers presented on topics including reasonable suspicion, technician liability and responsibility, automated transmissions, contemporary vehicle alignment, vehicle maintenance, and other safety and technical subjects, including a closing Q & A discussion. Based on feedback from last year's event, OTA's allied partner vendors got a chance to connect with carrier members with a "vendor fair" during the lunch break, and this new format was well received by all attendees. The maintenance fair is a great learning and networking opportunity for both novice and experienced personnel in the trucking industry.

SuperTech

On Saturday, also at the Holiday Inn, professional and student diesel technicians got a chance to show off their skills during SuperTech. The state competition required a high level of concentration as contestants moved station to station to test their knowledge with a written technical exam portion and test their capabilities with a series of practical application hands-on tests. While judges calculated scores, Garret Funk with JOST encouraged the technicians to compete one-on-one for the "5th Wheel Fastest Hands" challenge to win additional prizes. The winning professional tech, Kelly Myers of Wal-Mart Transportation, took home \$1,000 and the top student, Alexander Schmidt of Portland Community College, was awarded \$250. Congratulations! Both will represent Oregon at the national TMC SuperTech competition in September 2016 held in Raleigh, NC. ☺

Congratulations to All the Winners!

STUDENT TECHNICIAN AWARD

- ★ **Alexander Schmidt**
Portland Community College
1st Place
- ★ **Joshua Lieurance**
Lane Community College
2nd Place
- ★ **David Hook**
Lane Community College
3rd Place

PROFESSIONAL TECHNICIAN AWARD

- ★ **Kelly Myers**
Wal-Mart Transportation
1st Place
- ★ **Dean Berkheimer**
Oak Harbor Freight
2nd Place
- ★ **Bret Carney**
Wal-Mart Transportation
3rd Place

TEAM TECHNICIAN AWARD

- ★ **Wal-Mart Transportation**

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The OTA Safety Management Council—We are working for you! Come join us!

THE OTA SAFETY MANAGEMENT COUNCIL (SMC) works to bring relevant topics and information to you. We are meeting around the state and will have a full fall schedule of classes. Classes will be held in Portland, Eugene, and Medford. We are also planning to add a class in Hermiston.

The Council has grown over the years and is led by dedicated safety professionals who volunteer their time to promote safety agendas. Please attend the next meeting or event and get involved. The SMC Board invites you to attend the board meetings or contact them with topics, ideas, etc. Together we can make a difference. For information on SMC, please contact SMC President, Myke Lake at m.lake@mccrackenmotorfreight.com or christine@ortrucking.org. 

WHAT DOES THE SMC BRING TO MEMBERS?

- ▶ The SMC hosts educational classes and networking opportunities around the state. Some meet monthly and others on a quarterly basis.
- ▶ The SMC hosts the Spring Safety Conference. Mark your calendar for next year's event, which will be held April 19–21, 2017 at the Holiday Inn, Springfield, OR.
- ▶ The SMC promotes TDC (Truck Driving Championships). 2017 event dates are still TBD.
- ▶ The SMC Board invites you to get involved.







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