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# MEMBER'S ADDRESS

## Welcome to 'Nawlins!

Home to Po Boys, Crawfish and this year's Annual Meeting.

If you've been keeping up over the last 16 weeks, CLDA Board Member and New Orleans native Charlie Wolfe has been sharing stories and history of his beloved city in a weekly Crescent City Culture. Each week he's shared the city from a local's point of view - what to do, where to go and what to eat while here for the CLDA Annual Meeting.

This year's event touts the most number of shippers in attendance and we're excited to have representation from the following shipper companies:

- **Advanced Auto Parts**
- **American West**
- **ARUP Laboratories**
- **Cardinal Health**
- **Chainalytics**
- **CH Robinson**
- **Demanko HLC Logistics**
- **Dickerson Transportation Solutions**
- **DHL E-Commerce**
- **FedEx Ground**
- **J.B. Hunt Last Mile**
- **MNX**
- **Non-Stop Delivery**
- **Path-Tec**
- **Paychex**
- **Pitney Bowes**
- **Purolator**
- **Red Cross**
- **Wayfair**

We've brought back our shipper focus groups and two panels so attendees can learn how to work with shipper companies from the technology needed to the pain points you need to avoid.

We've focused our show to demonstrate how you can thrive on disruption and kick off with former Navy Seal Chris Fussell as the opening Keynote Speaker on Friday morning and Mike Zorn formerly of Macy's as the Saturday Keynote, on page 22.

If you're here for the show, get your business cards out and get ready to network.

If you're reading this at home, watch for our recap video to see what you've missed and be sure to Save the Date for 2019 in Phoenix, AZ.



# At the annual meeting?



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# GOVERNMENT AFFAIRS UPDATE



CLDA has been hard at work to find a spot for our independent contractor language from HR 3396 in legislation that could be inserted in a “must pass” House or Senate bill. As Senator John Thune’s (R-SD) “payfor” (withholding) in the provision was preserved, this leaves many doors open for this budget-neutral provision to be inserted into a piece of legislation. At this point, we are looking at inserting language in a tax extenders bill (clarifying current items in the tax bill but since this is not new policy it is a possibility) or finding a place for it in a smaller tax package that House Ways and Means Chairman Kevin Brady has mentioned doing after the Fall 2018 elections.

This bill continues to be a priority for Rep. Erik Paulsen (R-MN) and Senator Thune now that he has successfully clarified his co-op provision in the tax package. CLDA partners with Prime Policy continues to join us for our monthly calls and send us updates on both transportation and labor federal legislation.

The Denham amendment introduced by Rep. Jeff Denham, R-CA has been included in the House of Representatives five-year Federal Aviation Act Reauthorization (HR. 4), which is a huge success. The challenge will be where the amendment goes in the Senate and whether it makes it into the final conference bill. This amendment attempts to refine regulations on meals and rest periods for truckers directing truckers subject to

the Department of Transportation meal and rest regulations to follow those rules before piecemeal state regulations. CLDA signed onto several letters sent to the House and Senate Members of Congress encouraging the inclusion of this amendment.

## LEGAL OPPORTUNITIES – AMICUS BRIEFS

CLDA has recently been presented with two large opportunities to file amicus briefs in response to a National Labor Relations Board (NLRB) case and a Supreme Court case on arbitration agreements. The NLRB asked for input on whether misclassifying workers as independent contractors unlawfully restricts their rights to organize and join unions. These briefs were due by April 16.

For the NLRB case, CLDA decided to join with 2 other associations – the Truck and Leasing Rental Association and the National Home Delivery Association – to work with Scopelitis on the amicus brief.

The Supreme Court case, *Prime Inc. vs. Oliveria*, deals with arbitration agreements in the transportation industry, where companies often use independent contractors. The First Circuit ruled that this IC agreement was a “contract of employment” so dispute could not be compelled to arbitration based on it falling under the FAA exemption. CLDA staff is reaching out to other associations in the transportation industry to gauge interest in partnering to increase our visibility

among other organizations that utilize arbitration agreements.

A win here means that Carriers can have arbitration agreements with their ICs and avoid class actions.

## STATE LEGISLATIVE UPDATE

The Government Affairs Steering Committee and CLDA staff continue to monitor and report on independent contractor, worker misclassification, relevant transportation and Transportation Network Company (TNC) legislation in all 50 states. An updated state matrix is provided on a monthly basis with updates to the flagged bills and the states that are in session. On monthly calls, we hear from members on state issues occurring in their respective state. CLDA staff are frequently in touch with the New York and California state associations to get updates on local and state legislative threats and evaluate CLDA’s involvement. States have been quiet through the end of 2017, but we anticipate increased action as the year moves forward, especially as there are elections this Fall on the federal level.

For more information, contact CLDA Director of Government Affairs Madeline Jurch to be included in our Government Affairs Updates!



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# NEW ORLEANS — ENJOY IT BABY!

## ADVICE FROM A LOCAL

*By Andrea Obston,  
CLDA Director of Public  
Relations*

What a time to be in New Orleans. The city is celebrating its 300 years of rich history, diversity, cultural traditions and resilience and you'll be in the heart of it when you attend the CLDA Annual Meeting in May. Throwing a party is what New Orleans does best. So you can expect its Tri-Centennial celebration to be its greatest yet. Mayor Mitch 2018 NOLA Commission has planned a year of events and programs that will honor the anniversary of the founding of New Orleans in style. There will be special events, concerts, fireworks and much, much more in the true spirit of The Big Easy. For the past 300 years, New Orleans has become a gumbo of cultures; a unique stew of music, art, architecture and celebrations. The French influence has been strong since the founding of the City in 1718. There is also a significant Spanish cultural inheritance because Spain ruled New Orleans in the 18th century. Woven through all of this is the influence of the African-American residents, some formerly enslaved Africans, and others free people of color. They have had a particularly important influence on the culture and economy of New Orleans. Within New Orleans, Native American, Cajun and Creole peoples have had a



profound impact on the city's culture. We see this diverse heritage played out daily and highlighted during Mardi Gras. Over the city's history, this signature celebration has produced 135 yearly festivals and thousands of Second Line parades. Sprinkled into this rich cultural stew is more spice from immigrants that came from Ireland, Italy, Germany, Greece, Vietnam and many more nations. The city's history is also marked by resilience during both man-made and natural disasters. Hurricane Katrina in 2005 was a tragedy that reshaped the city and forged a new kind of pride in its rebirth. The city's Tri-Centennial website talks about the rise of New Orleans after Katrina this way: "... because of the support from around the world and the resilience of our people, the city has been rebuilt better than it was before the storm and we are now creating the city we always dreamed we could be." New Orleans has special meaning for two CLDA Board Mem-

bers, Jason Burns and Charlie Wolfe who have lived here most of their lives. CLDA Magazine asked Charlie what the city means to him: Charlie has lived in New Orleans for over 50 years. "I live here because I REALLY like to eat!" he jokingly says, adding, "It is a great community that has a family atmosphere. This sense of community is part of our culture, along with our music, food, festivals and so much more." For those coming to the city, Charlie has pinpointed three places you have to visit: The French Quarter; Magazine Street and the Columns Hotel. CLDA Magazine asked him for an in-

**"I LIVE HERE  
BECAUSE I REALLY  
LIKE TO EAT!"**

# NEW ORLEANS — ENJOY IT BABY!



Charlie Wolfe grew up in the transportation industry. His career started while still in High School when he worked summers for his father's delivery service. In 1981 he joined the company full time. Over the years he has had the opportunity to work in every area of the business from warehouse operations and dispatch to sales and administration. In 2008, along with his brother Paul, Wolfe formed Blaze Logistics, LLC and purchased the old company from his family.

Today, Blaze Express Courier Service serves Southern Louisiana and the Gulf Coast for several industries including the Medical and Pharmaceutical industries as well as several third party logistics companies. Blaze Express Courier (with the former company) was a charter member of the CLDA. Charlie has supported the CLDA with its efforts of maintaining the integrity of the Independent Contractor business model. In addition to visiting with his State Senator to help defeat harmful legislation affecting worker classification, he is also a regular at the CLDA Lobby Day events to help support this cause.





sider's tips on the three places that people don't think about when visiting New Orleans. Those are: the art galleries in the French Quarter and along Julia Street; the World War II Museum and the city's unique cemeteries. "This is actually a tourist attraction that some folks overlook, which is a unique experience you should not miss if you want to truly understand our diverse culture and our below sea level terrain," he says. And where do those who know go in the city? "Wow, I could mention a number of restaurants. Or certain areas of town like Magazine Street with its antique shops, local retailers and other places," says Charlie. "But people here not only go to the physical places they go to the many events like the Mardi Gras Parades, French Quarter Fest, Jazz Fest, Po-Boy Fest... I guess I am saying we like to attend the 'Fests.' Why do we like attending these things? Because there is a zest for life here and the festivals

brings that out in all the locals." For many of us attending the CLDA Annual, we have limited time to get to experience the city. So CLDA Magazine asked Charlie: "If someone had only one day in New Orleans where would you tell them to go to really know the city?" Here's what he said: "Although the locals may not go to the French Quarter that often, I would start and end my day there. You could start with cafe au lait and beignets at Cafe Du Monde. And end it with some Jazz at the Carousel Bar in the Monteleone Hotel. The French Quarter is two different places between day and night. In the middle of the day, take a street car ride up St Charles Ave. Stop at the Columns Hotel and enjoy a Sazerac on the front porch while watching life go by. From there you could take a cab ride down Magazine Street and pick a spot to hit the street. Walk to enjoy the many shops and bars. When it is time for lunch, ask your cab driver to take you

to Domilice's Po-Boys. This is as 'neighborhood' as it gets. From there you could jump in a cab and head out to the lakefront area. En route you would pass through an area that was devastated by Katrina but is back better than ever. From there you could throw in a visit to the World War II Museum or stop for a Snoball from the Plum Street Snoball Stand. These mounds of finely shaved ice that are flavored with sweet syrups are a New Orleans tradition that dates from the 1930s. When it comes time for dinner, the choices are endless. If you're in the mood for fine dining, go to Commanders Palace, one of our most Classic Creole Restaurants. If you want to go casual, head for Jacques Imos, a cool funky New Orleans eclectic restaurant where you will walk through the kitchen to get to your table. This trek through New Orleans will leave you exhausted and also feeling like you are now part of the family. Enjoy it Baby!"

# The Right Time, The Right Team.

Changes in expectations of shippers and consumers are pushing final mile service providers into constant change. Dynamic routing and optimized on-demand are **expectations in today's market**. This need for optimization is significant as the industry evolves and companies try to embed optimization engines into their antiquated dispatch applications. Recognizing that as the wrong solution, Datatrac's approach was to find an experienced provider of optimized dispatch applications with a full suite of functionality so we could hit the ground running with a superior dispatch application. **Elite Extra's vast experience** in optimized dispatch and operations management solutions coupled with Datatrac's industry experience, eTrac technology, and back office software ensures that we can power the final mile with a best-in-class application that isn't a "quick-fix" solution. Elite EXTRA allows users to automatically create routes in optimized sequences, dispatch them to a smartphone or tablet, and track drivers in real-time. The software is applicable to all industries seeking visibility in managing their supply chain.

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# HOW TO NETWORK AT A CONFERENCE

By Andrea Obston, CLDA Director of Public Relations



Conferences, like the CLDA Annual Meeting present unique opportunities to build your business network. With over 400 shippers, carriers and vendors available to you during the conference's three-days, there are so many opportunities waiting for you.

But where do you start? How do you make the most of these three jammed packed days, here are a few tips:

**1. Go with a purpose** - You can't talk to everyone at a conference, so it's a good idea to go in knowing what you want to get out of it. Many of the members of our association went are in Orlando to meet shippers looking for local carriers. Others want to connect with other delivery

companies to widen their footprints. Still others are looking to pick the brains of other carriers experienced in verticals you are considering getting into.

By knowing that purpose (or purposes) ahead of time, you can narrow down the list of people you want to meet; pick the panels you want to attend and go into the receptions with looking for specific people you want to meet. Remembering your purpose for attending the conference will help you plan out your time so you're utilizing each hour to work toward your goals.

**2. Be open to other people's pitches** - Remember that you'll be more successful if your goal is to build relationships instead

of spending you time trying to push your own agenda on people. Getting to know people is a good goal in all by itself. This kind of attitude sows the seeds of long-term relationships. It beats handing out business cards like you're playing Texas Holdem in Las Vegas.

**3. Research those who will be there** - It's important to know who your fellow attendees will be and what geography they cover, what verticals they serve and what kind of services they offer. You'll want to check the app for the Annual Meeting to see who will be at the meeting. And, while we're talking about that, remember to fill out your own profile on the conference app before you get to the meeting so

# HOW TO NETWORK AT A CONFERENCE

others can find you. Make sure to include a picture to make it easier for them to recognize you.

Once you know who will be at the pick out the people you want to meet and get some background on them and their companies, before you search for them at the conference. Use LinkedIn to check out their profile or go to their company's sites and social media to get an overview of both their company and their staff.

Also, look up the people who will be presenting at the conference. At the CLDA Annual Meeting, for example, we've put heavy emphasis on getting shippers on the panels. If you're interested in connecting with them, be sure to attend those panels and introduce yourself afterwards. Many who will be attending the meeting are anxious to meet them, so use that post-panel introduction to make quick contact and set up a time afterwards to talk. Other panels will include influencers and veterans of our industry. These are the people who can help you get better connected, can be great sounding boards for your ideas or are willing to share some of their knowledge with you. That means it's worth your time to check out their websites before the conference and stay after their presentation to talk with them.

**4. Download the App and Message the participants and presenters you want to meet before the conference** - Introduce your-

self to shippers and key people a few days before the conference. Let them know that you look forward to meeting them in person and hearing what they have to say at the conference. You might even book a time between sessions to meet up with them for a quick drink or coffee. If you do this a few days before they take off for the conference, they will probably, email you back and thank you. Now you'll have a bit of history to fall back on when you see them at the conference.

**5. Create a schedule** - Figure out

which panels and presentations you want to attend, and map out a schedule accordingly so you don't miss anything important. Set appointments with people you know you want to meet. Everyone will have a busy schedule, but you could coordinate a coffee break or breakfast meeting with one or more people you definitely want to have a conversation with. Never skip networking receptions. If you're a first-time attendee, there's even a special one for you and a networking workshop before that to





help you dive in with confidence.

It's easy to rationalize skipping these events after a long day of sitting inside of a hotel that's got an outside that looks so darned inviting. We know Mickey, Minnie and Cinderella are beckoning but do not yield to temptation! The parties and cocktail hours are the best place to connect with people in a relaxed environment.

**6. Talk to presenters.** Go to the talks of those presenters you want to meet (especially if you

emailed them expressing interest in doing so). Arrive early and sit in the front row so that you're in a good position to reach them after the talk. Listen attentively so that you can raise particular points with them afterward during your discussion. When the presentation has concluded, introduce yourself, compliment the presenter on the presentation, and ask relevant questions.

**7. Use social** - If you're active on social media, tweet or

post about the conference while you're still there (but NOT during the presentations, this is both distracting and rude). Tag people you've met in the app and on your social media and make positive comments about panels and the conference itself. Be active on social and the conference app during breaks in the action. Post pictures and comments that relate to the material presented, not the after-hours socializing. Save that for your personal Facebook page if you must.



**IF YOU'RE ACTIVE ON SOCIAL  
MEDIA, TWEET OR POST  
ABOUT THE CONFERENCE  
#CLDA18**

# THE GENERATIONAL MOTIVATOR



Thomas began his career in logistics in 1994 serving as a service facilitator at U.S. Delivery (later purchased by Corporate Express Delivery Systems) in Houston, TX. Shortly thereafter, he became the director of Logistics for a small company known as Dedicated Services, Inc (DSI). After DSI was purchased by Noble International from Detroit, MI, Thomas stayed on as Director of Logistics for what became Noble Logistic Services where he developed and managed regional delivery systems all over the country, including the development of a distribution network for Toyota & Ford. In July of 2003, Thomas ventured into a partnership with Advantage Delivery & Logistics (ADL) headquartered in Tampa, FL where he currently serves as the Vice President & Chief Operating Officer. In addition to having developed the current corporate infrastructure, Thomas aided the firm in nearly tripling its business while expanding its coverage into more than 6 new states.

**MOTIVATIONS COME FROM  
CONSTANT FEEDBACK,  
RESPONSIBILITY, AND  
ANYTHING THAT GIVES  
THEM MEANING.**





*By Thomas D. Jowers, COO,  
ADL Delivery*

All of us in the customized logistics and delivery business struggle to find those key items that help us motivate the individuals we work with. This is the first time in history where we have FIVE generations working side-by-side in the workplace. With the different “needs” of each of these generations it can sometimes be tough to determine what motivates them and how to get the most from each. First, let’s start with the **Baby Boomers**. These are the people in your company who were born between 1946 and 1954. Quite a few in this generation are already retired, but a good portion of them are still in the workplace, not quite ready to start living off of social security. This generation is very set in their ways. They are not big fans of technology. Loyalty is important to them – loyalty to your company and from your company. Motivation for these individuals comes from compensation, recognition, and prestige. No pats on the back are needed although they are happily accepted. Many in this generation also have a hard time working with the younger generations. Next up is **Generation Jones**. These will be your co-workers

# THE GENERATIONAL MOTIVATOR

born between 1955 and 1965. This will be the next generation to retire. This generation is extremely loyal and believes a hard day's work is worth an honest day's pay. This generation does not need continual pats on the back and constant recognition. They prefer "Tell me what you need and let me take care of it" as the way to work with an employer. Compensation and title mean more to them than accolades and "Atta boys." Follow that up with your **Generation X** employees. This will be the guys and gals born between 1966 and 1976. This generation was the first generation to be "left alone". Lots of their moms went to work; they

went to daycare centers, and their families experienced high rates of divorce. These are the "leave me alone and let me do it" employees. Their motivation comes from mentoring, promotion, and recognition from the boss. They also believe that upward mobility should be based on knowing how to do their jobs and doing them well. Not by longevity of service or age. **Generation Y** are the up and comers. These employees were born between 1977 and 1994. This is the second largest segment of our current workforce. This group is more accepting than any of the other of diversity in the workplace. They are extremely tech savvy and love any-

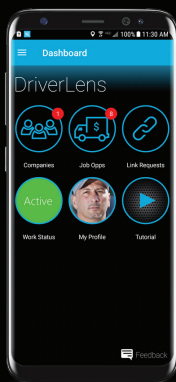
thing and everything tech based. You can't expect much loyalty from this group. They jump from job to job based purely on what they feel they are worth. Their motivation comes from structure, input, and opportunities to expand their knowledge. They want everything now; need immediate feedback, and want flexible work schedules. Next up, let's talk about our **Generation Z** aka Millennials. This group was born between 1995 and 2012. These are your new employees and the ones just entering the workforce. They make up the largest generation since the Baby Boomers and will be a significant part of your workforce. Everything for this group is about tech. They thrive on social media and social rewarding. Motivations come from constant feedback, responsibility, and anything that gives them meaning. They prefer structure and regular rewarding for a job well done and seek approval regularly. Today's workplace is multi-generational. No two employees can be treated the same. Generational gaps in the workforce, while always challenging, create a unique opportunity to have different ideas and paths that can get your delivery and logistics company to the next level. What motivates one will not necessarily motivate another. Find the motivation that works for your teams, buckle up, and hold on....the **Alpha Generation** is right around the corner.





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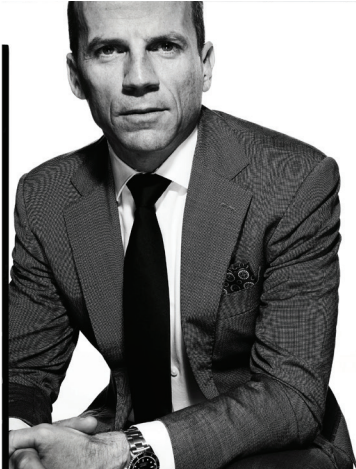
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# CLDA ANNUAL MEETING FEATURES TWO KEYNOTES FOCUSED ON BUILD

By Andrea Obston, CLDA Director of Public Relations

## CHRIS FUSSEL



Where can you hear from both a best-selling author and a human resource strategist who will share the secrets of building successful teams? Right here in New Orleans at the 2018 CLDA Annual Meeting. Each will share practical tips for “Thriving on Diversity” in their own ways. Friday’s keynote will be Chris Fussell, the author of the 2015 New York Times bestseller, *Team of Teams: New Rules of Engagement for a Complex World* and the 2017 Wall Street Journal bestseller, *One Mission: How Leaders Build a Team of Teams*. Copies of his latest book, *One Mission* will be available and the author will sign copies after his presentation. A former Navy SEAL, Fussell is a partner at McChrystal Group where he heads up the McChrystal Group Leadership Institute.

In his remarks on Friday, May 10, he will offer insights into the role that leaders must play in changing the narrative of their organization and adapting to disruption.

Fussell was commissioned as a Naval Officer in 1997, and spent the next 15 years on US Navy SEAL Teams, leading SEAL elements in combat zones around the globe. From war-torn Kosovo, to counter-terrorism operations in Iraq and Afghanistan, to highly specialized efforts in the troubled areas of the Arabian Peninsula and North Africa, he experienced and led through the modern evolution of the US military’s Special Operations community, first on SEAL Teams Two and Eight, then in the Naval Special Warfare Development Group. Fussell was selected to serve as Aide-de-Camp to then-Lieutenant General Stanley McChrystal during General McChrystal’s final year commanding the Joint Special Operations Command. They served for a year together in Iraq. Fussell witnessed first-hand the Special Operations community’s transformation into a successful, agile network. In 2012, Chris left the Naval Special Warfare Development Group in order to join the General’s McChrystal Group. Fussell is also a Senior Fellow for National Security at New America, a Washington, DC-based non-partisan think tank dedicated to understanding the

next generation of challenges facing the United States.

Chris earned a Master of Arts in Irregular Warfare from the Naval Postgraduate School, receiving the Pat Tillman Award for highest peer-rated Special Operations Officer in the program.

## MIKE ZORN



Saturday’s keynote will be Mike Zorn, Founder of Zorn Organizational Excelsator and Vice President of Workplace Strategies for WorkJam. His presentation will focus on ways to maximize teams. He will talk about the steps to develop an engaged team; to improve a dysfunctional team and to build an accountable culture. “Those who attend Mike’s presentation will walk

# BUILDING TEAMS THAT THRIVE ON DIVERSITY.



away knowing how to positively impact their business operations and be able to identify practical ways to lead," says Conference Chair, Steve Howard. Zorn spent over 30 years in Human Resources for Macy's, a Fortune 100 company with over 150K employees. There he focused on developing associate engagement opportunities that positively impacted the business. Zorn mentors and coaches senior executives and business leaders for established and start-up organizations. He helps them learn to enhance and improve their business influence and impact. He has led numerous corporate functions including engagement and labor relations and is an expert at being able to define organizational purpose, align structural systems, leverage individual talents and build collaborative relationships. In addition, Zorn serves as the VP of Workplace Strategy for

Workjam. Workjam is an industry leading digital workplace platform that facilitates leading companies providing an engaged and motivated workplace for their hourly employees. In his role Zorn works with global companies on how to implement their engagement strategies and is frequently called upon to speak at industry wide conferences on the subject, including the National Retail Conference, Future Stores, Shop-talk and Kronos Works. In his role as Senior VP, Associate and Labor Relations for Macy's Zorn led the association relations, labor, internal communications and associate engagement teams for this \$26 Billion, Fortune 100 Company. He oversaw a field team of 100 people and a central team of 80 that supported the Macy's and Bloomingdale's brands. Zorn provided leadership, direction, and tactical management

for all 11 Macy company divisions and developed employee developmental opportunities to enhance skill portfolio and brand knowledge. He concentrated on coaching leaders on job-related issues including conflict resolution, conflict resolution, career growth opportunities, and policy and procedure interpretation. Among Zorn's accomplishments were leading the mergers of Broadway Stores and Macy's West; leading the acquisition of Liberty House and participating with the strategic management team that managed the acquisition and consolidation of May Company. This ultimately meant consolidating 11 divisions into one brand, Macy's Inc., in 2007, which led to nearly doubling assets.



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A dramatic sunset or sunrise over a mountain range. The sky is filled with vibrant orange, red, and yellow clouds, with the sun low on the horizon. The mountains in the foreground are silhouetted against the bright sky. The text 'SEE YOU' is overlaid in a large, white, distressed font.

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## YEARS IN THE BUSINESS, AND STILL LEARNING

*By Andrea Obston, CLDA  
Director of Public Relations*

*“An entrepreneur is one who seeks and finds the secrets”*

That quote from Nick Rozakis might just sum up his 40 years in the business. The founder and Director of Spartan Worldwide Logistics and Bullit Courier is philosophical about his time in the customized logistics and delivery business. He’s also somewhat in awe about where it’s taken him. “I’m so blessed at the good fortune and wonderful relationships this business has bestowed on me,” he says.

Rozakis is a first-generation American whose mother came to this country from Greece in

1947. Nick was born in the United States. After convincing his parents to attend his junior year at an American high school in Greece he did a little studying, enjoyed the scenery, ate well and turbocharged his love of playing the guitar. “Upon my return from Greece, I met a bass player in school and formed a band” he recalls. “We needed to get money to buy amps and instruments.” The bass player worked part-time as a messenger in Wall Street. In 1976, Nick joined him and worked 3:00 to 7:00 P.M. after school. They delivered parcels in lower Manhattan for Choice Courier whose owner was the legendary Ed Katz. “I realized this was a great thing,” he recalls. “I was meeting people and going into office buildings

in New York City which afforded me the opportunity to see how vast the business world was.

Nick was also used to hard work, having grown up serving in his family’s restaurants. “My uncles and cousins owned diners all over The City,” he says. “All of us in the family were forced to work in them. We washed dishes, bused tables and later put on a suit and hosted. On weekends I would host and my older cousin Ted would manage one of the diners. In the restaurant business you learn about service. I also learned the importance of fast & efficient deliveries. So it was a natural transition making courier deliveries. In both cases, you wore a uniform and you gave good service. You learned

being timely and consistent was the way to grow a business.”

### **Jumping into the Delivery Business For Real**

Even after Nick got his first courier job – he still worked weekends at his family’s restaurants. In 1977 he joined Archer Courier, who was then owned by Ed’s brother, Stanley, the other legendary Katz. Individually, Choice and Archer Courier controlled a large share of the NYC messenger market. They actually competed through friendly/and sometimes not so friendly family competition. Nick’s poise and dedication to service soon got the notice of Tony Perez, Archer Couriers Wall St. station manager. He asked Nick if he’d like to come inside and do customer service. Within six months he was the Closing Manager for Archer’s Wall Street Office. After a stint working for Ed’s brother Stan at Archer Courier, Nick decided he wanted to go out on his own, bringing two of his cousins in as his business partners.

“I was the lead guy with the industry knowledge. My cousin Ted had strong business skills managing one of the family restaurants and my cousin Dino was studying accounting at CUNY,” says Nick. “We all had immigrant parents who had the belief that we should get a formal education. They thought we’d learn our lesson about how hard business was and end up going back to school or at the very least, return to the family restaurant business. My cousins and I weren’t going to do that. We said to ourselves, ‘We’re not going back there. No way! We aren’t go-

ing to allow ourselves to fail!’”

The cousins opened Bullit Courier Services on May 1, 1978. “We borrowed a total of \$10,000 from our families. We found a centrally located office near transportation hubs in the heart of Times Square. The rent was \$150 for 600 square feet a month. It was across from the porn shops and drug dealers, but boy was that a great location for delivery and distribution services! It was right across the street from the Port Authority,” recalls Nick. And, while the business sold twenty years later for \$7 million, it was far from an instant success. “We really didn’t understand the accounts receivable and credit floating portion of the business,” he admits. Having come from the restaurant business which at the time was 90 percent cash we just didn’t get that. The idea of providing service now and be paid later was foreign to us. We also didn’t get the marketing side. We thought if we just handed out flyers, the phone would ring. We hired five couriers. On our first day, my two first cousins and the five couriers sat there. The phone didn’t ring until 5:00 P.M. It was my Uncle Tom in Brooklyn who owned an insurance company. He needed to get some papers into The City the next morning. That was our only order that day and we didn’t get another order for several weeks after that. We ended up using the five couriers to deliver our promotional materials. Eventually, we ran out of money and went into panic mode. We had to lay off those five guys.”

Then, the cousins got a lucky break. “I saw an ad for SCORE

(the Senior Corps of Retired Executives),” says Nick. “It offered free business advice from the U.S. Small Business Administration. I went to meet this elderly gentleman who I remember was well-groomed and dressed in a fine suit. He asked for my story and then asked to see the soles of my shoes. He said, ‘What are you doing? You’ve got to get out there and hit the pavement! Tell them you want their business, it’s not just going to come to you through osmosis!’ That revved us up to go back out there again.”

### **From Rags Came Riches**

The cousins hit the streets and ended up pounding on doors in the garment industry. Slowly, the company made in-roads into this unique industry. They started developing something of a specialty in handling the garments that needed to move around New York City. “We’d take samples from the designers and deliver them to the buyers of Saks, Bloomingdale and Lord & Taylor, etc. We got good at it and then those same clients wanted us to do more for them. Like moving racks of clothing to their distribution centers. There turned out to be no end to the business and the best part was that our competitors didn’t want to handle the garments. You had to carry these bulky items and make sure they didn’t get wrinkled. Nobody wanted that business. They all said it was much easier to handle paper. But we identified the market and got to know how to handle the issues involved. And, guess what? It paid better than moving papers. Word-of-mouth spread quickly about our customized garment delivery service. Everyone in

## 40 YEARS IN THE BUSINESS AND STILL LEARNING

that business knew each other and they talked about us. Between 1978 and 1982 we landed approximately 2,000 clients in the garment industry alone. Once things took off, we ended up delivering garments back and forth to the buying offices and showrooms. As the business grew, we needed to open a trucking division. By the way, in those days, our first 'truck' was my Cousin Dino's Satellite Sebring car. We took out the back seat and there was our truck!" In 1982 the cousins saw a need for their own facilities. They started buying real estate under the Brooklyn Bridge. "Over the years, we bought up the buildings around that first facility," recalls Nick. "Eventually, we had 30,000 square feet of space. As our driver fleet grew and the deliveries got bigger, Bullit started construction to house their trucks, corporate headquarters, call and training centers." In 1991 the Spartan subsidiary acquired a large track of land in the Red Hook section of Brooklyn. It was designed as a hub and spoke location for Spartan's growing air forwarding business.

### On to Wall Street

As the years moved on, Bullit grew. In 1983 they opened an office in the Wall Street area because they landed what Nick called "The Mother of All Companies" - Prudential Securities. Other Wall Street companies followed. Within two years they had 100 couriers handling their accounts out of their 42 Broad-

way and 60 Broad Street offices. "We were moving parcels and sending runners to the World Trade Center," recalls Nick. "In that building there were lots of foreign freight forwarders and law firms. They needed to shuttle a lot of paperwork back and forth. Law firms would call us 40 to 50 times a day with drafts of contracts that needed to be delivered, reviewing and brought back. The investment firms also had us delivering prospectuses to wealthy investors all over the Tristate area. We kept growing and kept many of those accounts until the day we sold the company."

Nick feels the keys to that growth were the lessons he learned in the restaurant business: "Coming from the food industry we knew the value of a professional image. We knew our couriers couldn't look terrible. Our couriers had a dress code and uniforms. If they didn't have their uniforms they weren't allowed to work. We rewarded them for attendance, attitude and appearance. They got weekly bonus checks for looking professional. We introduced a commission-based reward system. Unlike other couriers whose drivers were paid by the delivery, ours got a percentage of the deliveries they did. They could make more money by hustling and the result of that was we gained rapid market share quickly and had less turnover than most of our counterparts."

By 1987 the company had over 500 employees including 130 drivers. They were servicing 4000 accounts and building a strong brand. Bullit moved into New York's Chrysler Building, building an elegant office that paid homage to the building's distinctive Art Deco design. The landlord also asked them to create a central control center for all the parcels coming into the building. "It was our job to get them to the various businesses in the building," he recalls. The building and the Grand Central area had large numbers of ad agencies and law firms who required such services as well. "They knew we were available 24/7 and could help them meet all their deadlines," he says.

Because of the building's centralized location, Bullit launched Spartan Worldwide in 1991 as a separate air courier subsidiary. Spartan first began as a small package consolidator and later became an IAC (Indirect Air Carrier) and air freight forwarder. Spartan set up one of The City's first retail centers where individuals could walk in off the street and bring their parcels to Bullit for local delivery or to Spartan for national or global delivery. News of this spread fast. Bullit and Spartan were featured in many media publications between 1988 and 1995 for their services.

### The Industry Roll Up and Beyond

Nick and his partners sold Bullit in 1998 as part of the indus-

try roll up. "I stayed on as VP of Marketing for two years. After that, I had to stay out of the local final-mile portion of the business due to a non-compete. My partners moved on to other ventures. I was, however, able to stay in the air express portion," says Nick. Spartan had converted to a GSA (general sales agent) for Adcom Worldwide and subsequently Bellair Expediting. In 2010 Nick decided to re-enter the same-day, final-mile business.

During his hiatus from the same day delivery business, Nick combined his logistics knowledge with his restaurant background, and acquired the exclusive rights to build 25 Au Bon Pain cafes on Long Island. "With my logistics background I knew how to streamline things. I built regional baking centers so each store didn't have to bake product early in the morning. My knowledge of logistics helped me succeed there, too. But it's logistics that always called me back," Nick says.

#### **Forty Years in the Business – Lessons Learned**

Today, Nick's companies celebrate 40 years in the industry. He is the Managing Director in Charge of Business Development at Spartan Courier and is the exclusive GSA for the Bellair Expediting servicing the airports of Philadelphia (PHL), Trenton (TTN), Atlantic City (ACY) and Wilmington (ILG). Spartan provides local, ground and final-mile services. Bellair provides do-

mestic and international air express, freight forwarding and logistics services. They provide 24/7 logistics and warehousing services and international shipping and logistics expertise.

What has more than four decades in the business taught Nick? Here are his tips and advice in his own words:

#### **DEVELOP A GOOD BUSINESS MODEL AND STICK WITH IT.**

"Don't fear. The grass isn't always greener on the other side of the fence. Stick to what you're doing. Take the model and grow it."

**DEVELOP A BRAND.** "Everything about your business has to showcase the same brand. In this business we think of our relationships as being the keys to their success. And they are important. But having and living a consistent brand is more important because relationships change. People leave their positions. Your contacts change, but your brand never should."

#### **FIND YOUR COMPETITIVE NICHE.**

"There is always something out there that's very interesting that can be done. Like what we did in the garment industry. No one wanted to touch it. We did and we turned rags into riches. We are always on the lookout for unique niches like that. You need to identify a market where there's a need. Learn how to set up customized programs to meet their specific logistics needs. For example,

we recently created an overflow program to serve florists during their peak seasons like around Valentine's Day and Christmas. They know they can turn to us if they can't satisfy demands during those periods. We're also developing a strong business in reverse logistics. It gives us significant business handling returns after the holidays. That's traditionally a slow season for couriers.

We're happy to do that to fill that gap."

**BE PASSIONATE.** "I'm passionate about the ups and downs of this business. You have to be if you're going to stay in it. I love the thrill of meeting the impossible deadline. It still makes me want to jump out of bed. If you develop passion for what you do, it will sustain you no matter what the market throws at you."

**EDUCATE YOURSELF.** "Take control of your education. I never had a college education, but I've traveled all over the world to study other courier companies. And your mistakes will be part of your education, too. We've all got our ridiculous mistakes. You can't succeed unless you're ready to fail. For many years, there was no formal education in this industry. This industry is billions of dollars and there was little or no formal education. The only way you could learn about the industry was as an apprentice. You had to go out and learn. Today, colleges and universities offer a wide array

## 40 YEARS IN THE BUSINESS AND STILL LEARNING



based. Its valuation depends on its people, branding and goodwill. Properly acknowledge and reward the people who make a difference in your business. That is something that will pay dividends.

**FIND SOMEONE TO STAND WITH YOU.** “This is a tough business with lots of ups and downs. You need people in your life who share your passion and are willing to support your efforts. In my early career, I was able to distribute the burden with my cousins. Now, it’s my wife Karen. She’s been with me for 36 years. She’s always there standing behind me. Supporting me. And now bringing her knowledge from the airline industry into our family business. I could never have done what I’ve done without her!”

*Spartan Courier is celebrating its 40th year in the business. The company that was founded in a 600 square foot office near Times Square is now a regional carrier specializing in local-ground and final-mile delivery services in the Philadelphia, Trenton, Wilmington and New York City metro areas. Spartan also provides first-class domestic and International air freight forwarding, by being an exclusive GSA for the Bellair Expediting Network in their respective region. Spartan has been an active member of the CLDA, and its predecessor, the MCAA for over a decade.*

of supply chain and logistic degrees. Back in my day, I was only able to find a vocational program at Pace University at the World Trade Institute. I found that and learned about the fundamentals of shipping, commercial airlines, the containerization and other aspects of the business, but that’s not the end of it. You must always be out there looking for ways to learn more. You have to be responsible for continuously educating yourself. And one of the best ways to do that is to get involved with organizations like the CLDA. They keep you in touch with the latest trends in the business. Join them. Participate and make sure you attend all their meetings. That’s where you’ll learn from the programs and from your peers in the industry.”

**NEVER BURN BRIDGES/EVERY-**

**THING COMES FULL CIRCLE. BUSINESS MAKES STRANGE BEDFELLOWS.** Relationships can get strained due to misunderstandings. You never know when someone who was previously a foe can become a friend and an ally in the future. Always leave yourself in the position to walk back into past relationships with a clean slate. Tony Perez gave me my first opportunity in this business. Fifteen years later, after Archer Courier was sold, Tony’s position was eliminated. Having put in 25 years of service and being over the age of 50, he had little options for comparable employment. When he applied for a position at Bullit, I found myself in a position to help him. I hired him and put him in charge of my trucking division. We both benefited from a tough situation.

**RECOGNIZE AND REWARD.** Our industry primarily is non-asset



## TWO INDEPENDENT DRIVERS TALK ABOUT SUCCESS AND CLDA

By Andrea Obston, CLDA  
Director of Public Relations

Much has been written about the gig economy – those professionals who choose to make their own way as independent businesspeople. It's a trend highlighted by every publication from the Wall Street Journal to the New York Times to Wired Magazine. But, for two CLDA members, independent drivers, working for themselves isn't a trend. It's what they do. In this issue, we look beyond the "trend" talk to meet two CLDA members who represent some of the 3000 CLDA driver-members.

- Gary Bivins started *Encore Logistics and Delivery Services, LLC* in November 2017. He joined CLDA last December
- Emmanuel Rendon started *Door to Door Shipping Services, LLC* in 2017. He joined CLDA last December.

**CLDA Mag:** Tell us about your business.

**Bivins:** We are a small company just starting out. We do deliveries of various types through the Southeast. We focus on routed and on-demand hot shot deliveries. I started my business because I had a passion for the customer service industry, and also I wanted to obtain financial independence.

**Rendon:** We offer white glove delivery, mover services and same-day deliveries from Key West, FL to Jacksonville, FL. I



started my business because I was tired of being laid off.

**CLDA Mag:** Why did you join CLDA?

**Bivins:** I wanted to help gain visibility and credibility for my company as well as being able to network with some of the industry leaders. My goal is for my membership to help me grow my business using proven techniques.

**Rendon:** I wanted to learn about other sides of the delivery business and seek customers. My goal is for my membership to help me obtain long-term business.

**CLDA Mag:** What are the biggest challenges you face in your business?

**Bivins:** Being new to the industry and not having much credibility starting out. Dealing with competition from established businesses is also a challenge I face.

**Rendon:** My biggest challenge is more practical - fitting huge sofas inside tiny elevators!

**CLDA Mag:** What are the areas you'd like to know more about and why?

**Bivins:** Mentorship, marketing, and how to approach companies when negotiating for contracts.

**Rendon:** I'd like to know more about parcel/package delivery.

**MY BIGGEST  
CHALLENGE IS MORE  
PRACTICAL - FITTING  
HUGE SOFAS INSIDE  
TINY ELEVATORS!**

# SHIPPER COLUMN



## WHEN IS A REGIONAL CARRIER THE RIGHT CHOICE?

An interview with CLDA Board Member Errol Cvern, President & CFO, Select Express & Logistics. By Andrea Obston, CLDA Director of Public Relations. Shippers looking for ways to bolster their supply chain often look to regional carriers to expand their reach and add flexibility to their networks. In this issue of the CLDA Magazine, we look for suggestions from industry veteran Errol Cvern about criteria shippers can use when weighing those choices. In his 30+ years in the industry, Errol has owned, managed and served as a regional VP for a national logistics provider before founding Select Express in 2001 along with Jay Waldman and Joe Gallo. The company provides expedited, customized nationwide delivery and assembly solutions 24 hours a day, seven days a week, and 365 days a year across the United States and Canada.

**CLDA Magazine:** When is a regional carrier the right choice for a national shipper?

**Cvern:** When the shipper needs more than a delivery that's not just plain vanilla. It might be that the shipper has different needs for services that are unique to specific regions. For example, a shipper may have the need for delivery within a certain timeframe in specific locations. Or they might need faster turnaround times in different regions. Or, because they need to ship different products to a variety of regions. A shipper might also pick a regional carrier that's experienced dealing with the unique demands of deliveries in big cities. For example, we do a lot of deliveries in Manhattan. There are unique challenges to delivering in this city such as needing commercial plates, understanding the restrictions into many of the buildings and the traffic-jammed streets that make delivery times tough to gauge. Not every carrier is experienced with environments like that.

**CLDA Magazine:** Why would a shipper choose a regional carrier?

**Cvern:** They might want to cherry pick regions. They might find that a regional carrier is much more robust in their own area and that they can provide advantages in terms of pricing, service, infrastructure and flexibility. It may also be to the shipper's advantage to be able to establish a closer relationship with both management and designated personnel. That's one of the true strengths of regional and local carriers. Select Ex-

press, starting as a local carrier, then grew to a regional and now national company has been able to maintain that strength on a national level. Many companies fail when they stretch in that manner. We were fortunate to learn that on a local level and use that to our advantage.

**CLDA Magazine:** What questions should a shipper consider when making this choice?

**Cvern:** Shippers need to know what they are looking for. Here are some questions they should ask themselves when weighing the choice:

- How much is it worth to us to have a carrier that will allow for customization?
- Do we have to ship items that can't be sent with one of the big national carriers, like those that are odd sizes or oversized?
- Do we need to deliver items that need more than a drop-off at the door? If items require set up (like office furniture) or instruction for use (like dialysis machines) these are places where regional carriers excel. For example, at Select Express, the majority of our work is the assembly of items like furniture and fitness equipment.
- Do we have needs that are outside a straight parcel delivery like white glove or room of choice?

**CLDA Magazine:** What questions should a shipper ask a regional provider to judge whether they are the right fit for a job?

**Cvern:** Here are ten I'd suggest:

- Have you made deliveries similar to what we need?

# STATE ASSOCIATION UPDATE

cont. from "When is a regional..."

- What kind of volume of deliveries are you capable of handling?
- What are your days of delivery?
- What technology do you use? Is it compatible with ours?
- Who is on your management team and what are their backgrounds?
- Where are your locations and/or warehouses? What kind of capacity do they have?
- What is the makeup of your fleet? What type of equipment do you have access to?
- What kind of insurance

coverage do you have?

- Are your delivery personnel uniformed?

- What is your process for handling complaints and claims?

**CLDA Magazine:** Give us some final thoughts to help shippers decide if adding regional carriers to their network is right for them.

**Cvern:** It all starts with an understanding by the shipper of what they need to satisfy their customers. Not all carriers have the same strengths around the country so taking a nationwide approach just might not work

to a shipper's advantage. Regional carriers are more likely to provide customized services such as time-definite deliveries. They are also more likely to allow for customization in the delivery parameters, and the services needed by the shipper. Most of all look to the management of the company. A strong and dedicated management team will make sure that the shipper will be making the correct choice in the region.



On February 28, 2018 the New York State Messenger & Courier Association held another highly informative workshop: How the Tax Cuts and Job Act Will Affect Small Business.

PKF O'Connor Davies, LLP, a full-service certified public accounting and advisory firm with a long history of serving domestic and international clients outlined best practices and strategies on how to leverage and maximize opportunities in the New Tax Reform while reducing liability and tax burden. Leo Parmegiani; Douglas Ruttenburg; and Joseph Bodan, all tax partners of the firm, each possessing over thirty years of extensive,



broad range experience shared their considerable expertise. Mitchell Newman, President of Mitchell's NY Logistics in Long Island City, New York, and Secretary / Treasurer of The New York State Messenger & Courier Association was an attendee and stated: "Great presentation by the accounting firm O'Connor Davies. I learned a lot! Well done, NYSMCA!!" Robert Wyatt, President /CEO of Lightspeed Express Delivery

Systems in New York, NY, also an attendee stated: "As usual, another timely and informative meeting. I really like the new structure of indepth presentation on a pertinent topic. Thanks to all that put it together." The New York State Messenger & Courier Association will hold its next business meeting and seminar at Arno's Restaurant, located at 141 West 38th Street, New York, NY 10018 on Wednesday, May 23, 2018.

## DATATRAC AND ELITE EXTRA PARTNERING TO POWER THE FINAL MILE

Changes in expectations of shippers and consumers are pushing the final mile service providers to an environment of constant change. Dynamic routing and optimized on-demand are expectations in today's market. The need for optimization is significant as the industry evolves and companies try to embed optimization engines into their antiquated dispatch applications. Recognizing that as the wrong solution, Datatrac's approach was to find an experienced provider of optimized dispatch applications with a full suite of functionality so we could hit the ground running with a superior dispatch application. Elite EXTRA's vast experience in optimized dispatch and operations management solutions coupled with Datatrac's industry experience, eTrac technology, and back office software ensures that we can power the final mile with a best-in-class application that isn't a "quick-fix" solution. Elite EXTRA allows users to automatically create routes in optimized sequences, dispatch them to a smartphone or tablet, and track drivers in real-time. The software is applicable to all industries seeking visibility in managing their supply chain. Datatrac has utilized extensive experience with the final mile industry to create innovative logistics solutions that exceed their customer's needs for over 40 years. Our back-end services,

implementation, and customer support round out a combined product that will be the best the industry has ever seen. Elite EXTRA, a product of Applied Data Consultants, Inc., is a cloud-based SaaS application that automates the delivery of goods and services through its advanced dispatch management software. Elite EXTRA has grown exponentially since its national launch in 2010, and now boasts over 25,000 daily users in multiple industries across the U.S., Canada and, Mexico. Datatrac's Henry Dixon says, "We're excited about the new opportunities and tools this partnership will bring to the final mile carrier. It is truly an example of best in class partners in separate markets coming together to create the best, most flexible solution available."

## RELAY EXPRESS RECOGNIZES NEW AND WEXISTING TALENT WITH A SERIES OF PROMOTIONS

Fairfield, Ohio, Relay Express Inc. is proud to announce new roles throughout the company. Under the direction of Ann Marie Allen, CFO, and Jim Bernecker, President & CSO, Relay Express has been focused on improving our customer experience through a series of "Back

to the basics" initiatives early on in 2018. Our challenge has been adjusting our operations to suit the ever-changing transportation industry. Following the close of the First Quarter, Relay Express made the following promotions and additions to our staff:

Mike Pothast was promoted to Director of Operations. Mike's previous role as Corporate Key Account Manager has prepared him well to translate his understanding of our core customer's needs and use his internal knowledge to better support those very same customers operationally. Mike will transition into this new role over the next 3-6 months while providing support for the Corporate Key Account Manager and sales team. Mike has always enjoyed a very hands-on approach to his customers including many critical parts moves and IC recruiting and onboarding exercises to support growth over the years. Emilie Seiter has been promoted to Corporate Operations Supervisor focusing on the customer service experience. Emilie has a rich history with Relay Express including time as the Cross-Dock Traffic Supervisor at a large national customer and time as a Corporate Planner. Emilie is excited about this new opportunity and helping Relay grow. Emilie is looking forward to her role in the company's future growth. Paul Prytula brings his industry

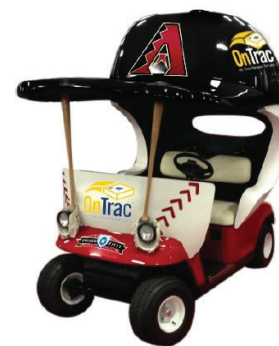
experience to Relay Express as our new Buffalo Branch Manager. Paul is excited about the opportunity to make a huge footprint in the WNY Region and grow with Relay Express. Paul is challenged by getting Drivers to break bad habits prior to contracting. With that being said, patience and communication is a key part to breaking that previous bad habit.

Ashley Hazelwood has been promoted to Corporate Account Manager. Ashley will be moving into this role on the same 3-6 month transitional timeline as Mike Pothast assumes his new role in operations. She will take her detailed, customer-specific knowledge of DHL and also apply it to our other core customers moving forward. Ashley is looking forward to mastering the policies and procedures of our other largest accounts. Nate Weaver has been promoted from second shift supervisor to Corporate Planner. Nate will take his decade worth of experience at Relay Express and apply it to better planning for dedicated capacity that will allow for greater productivity and customer service. Nate is most excited about applying his knowledge of second shift challenges to first shift planning. Nate is also excited about the balance it brings to his family as he transitions to day shift. Nate is most challenged by actually using the practical

knowledge he has gained to be a point man in providing input and making decisions that will be beneficial both logistically and financially to Relay Express. Beth Horn has been promoted to Organizational Development Specialist. Her role will continue to drive value for the employee experience including onboarding, the new Performance Management System, culture activities such as a Health and Wellness Program, quarterly charitable activities, newsletter, and more. "While this has been a challenging task for some in the past, I believe the 15 years I've had with the company focusing on my own career path could be the balance needed to make this a long lasting and successful initiative. I'm excited to create and implement programs at work that connect employee goals with business goals."

*Relay Express, Inc., established in 1986, a Same Day Delivery company that specializes in local on demand immediate deliveries, scheduled route solutions, expedited out of town shipping and logistical warehousing with physical locations in Ohio, Kentucky, Indiana, Illinois, Michigan, Missouri, Pennsylvania, and New York that provide service to the Mid-West. Contact: Jim Bernecker - (800) 860-2555 - [jimm@relayexpress.com](mailto:jimm@relayexpress.com) for more information about Relay Express, Inc.*

## D-BACKS TO BRING BACK BULLPEN CART



PHOENIX — As the Arizona Diamondbacks (@Dbacks, @LosDbacks) celebrate their 20th anniversary season, the team will bring back a piece of baseball lore -- the bullpen cart that has long been a part of the game's history. The OnTrac Bullpen Cart will be available to transport relief pitchers from both bullpens at Chase Field prior to entering a game.

"We have been working on this idea for several years and there's no more appropriate time to bring back the bullpen cart than this season, as we celebrate our 20th anniversary," said D-backs President & CEO Derrick Hall. "Fans of baseball in the 1950s, 60s, 70s, 80s and even the 90s enjoyed watching their favorite players emerge from the bullpen in various vehicles and we're excited for this special delivery to come to Chase Field."

"It gives me great pride to see

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the OnTrac brand on the bullpen carts for the D-backs,” said OnTrac President Rob Humphrey. “Our company is built around delivering exceptional service and exceeding our customer’s expectations. I am confident that the OnTrac bullpen carts will continue this high level of service when delivering D-backs pitchers to the games.”

Baseball historians have tracked the use of a bullpen cart to 1950 when the Cleveland Indians first used a “little red wagon,” while the first official entrance came in 1951 by the Chicago White Sox. The Oakland A’s added one in 1955 and by the 1960s, the carts had become commonplace through Major League and Minor League Baseball.

The bullpen cart became part of professional baseball overseas, too, and is still used in some stadiums in Japan, the native country of D-backs reliever Yoshihisa Hirano.

The last known use of a motorized vehicle in Major League Baseball was in 1995 -- three years before the D-backs’ first season -- when the Milwaukee Brewers utilized a motorcycle with a sidecar. Current D-backs bullpen coach Mike Fetters was Milwaukee’s closer that season.

The OnTrac bullpen cart is being fabricated by SportsKartz, a Tampa-based company. The D-backs will be the

first club that SportsKartz has worked with after similar builds for two minor league clubs.

OnTrac specializes in delivery services throughout the eight western area states, an area that is home to over 65 million people. OnTrac was founded in 1991, and has grown to become a top choice for e-commerce and companies looking to speed up parcel distribution without the cost of express shipping. In 2014, OnTrac launched DirectPost, and became the first regional logistics company to offer a USPS Package Consolidation Service. OnTrac is a SmartWay Transport Partner, a USPS Workshare Partner, and is integrated with over thirty different multi-carrier software providers. OnTrac is comprised of three divisions based on service offerings; overnight, messenger, and international. For more information on overnight services, call 800.334.5000 or visit [ontrac.com](http://ontrac.com). For more information on messenger services, call 888.334.5001 or visit [ontracmessenger.com](http://ontracmessenger.com). For more information on international services, call 800.628.4868 or visit [ontracinternational.com](http://ontracinternational.com)

## SCI LLC NAMES PETER FIDOP- IASTIS, ESQ. PRESIDENT AND CHIEF OPERATING OFFICER

Queensbury, NY: SCI LLC, the leader in Third Party Administration for the logistics industry, is pleased to announce the ap-

pointment of Peter Fidopiastis as President and Chief Operating Officer. In addition to his new role, Peter will also continue as SCI’s general counsel.

Peter was a litigator in an employment defense firm in California dealing largely with management-side issues. He later extended his practice to NY before joining SCI where he has been general counsel for 7 years.

“We couldn’t have chosen a better candidate to help SCI move toward the future. Pete has built a strong foundation at SCI with his combination of legal expertise and industry-relationships,” said Russ Reardon, CEO of SCI.

“While it is a very challenging time legally for the gig economy, it is also one of the most exciting,” says Fidopiastis. “SCI is the only company equipped to handle the challenges of logistics brokers and Owner Operators alike in this ever-changing industry.”

Peter is a member of the California, New York, Los Angeles, and Warren County bar associations, as well as the employment law sections of each association respectively. He has successfully argued transportation issues on both the state and federal levels, as well as being an active member of the Transportation Lawyers Association. Peter frequently volunteers his time to charitable organizations in his

local community.

About SCI – SCI is the premier third-party administrator servicing the courier, trucking and transportation logistics industry. Our program includes onboarding, document management, settlement processing, risk management, and much more. Our in-house team is dedicated to helping owner operators resolve issues, maintain their up to date business credentials, and providing them with the products they need to successfully manage their businesses. All of this and more is available as an SCI customer. Visit SCI online at [www.sciadmin.com](http://www.sciadmin.com) or call 800.821.5344 to set up a demo.

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## SCOPELITIS, GARVIN, LIGHT, HANSON & FEARY, P.C., OPENS SEATTLE OFFICE

*Respected Transportation Attorney Will Lead Scopelitis Washington Expansion*

SEATTLE, Wash. (March 19, 2018) - Scopelitis, Garvin, Light, Hanson & Feary, P.C., announces the opening of its 14th U.S. office. Scopelitis Partner Adam Smedstad will launch the Firm's Seattle presence.

Smedstad is a commercial trial lawyer who has spent most of his career defending motor

carriers and property brokers in class actions. Smedstad is licensed to practice law in California, Washington, and Illinois. He has defended challenges to independent contractor classification as well as employee wage and hour claims in some of the nation's most difficult jurisdictions. He also has extensive experience defending class actions alleging violations of the Federal Leasing Regulations. Smedstad's extensive experience in defending class actions against motor carriers and successfully trying them to verdict makes him well-positioned to establish the Firm's Seattle presence. Prior to announcing he would lead the Firm's Seattle office, Smedstad spent 13 years in Scopelitis' Chicago office.

"The Northwest is a booming hub for many segments of the transportation industry," said Scopelitis President and Managing Partner Greg Feary. "Though Scopelitis has a significant transportation regulatory practice in Washington serving a number of clients in Seattle and throughout the state, having Adam on the ground leading the complex litigation work will help us stay informed on the ways we can best serve our clients affected by developments unique to Washington and the Pacific Northwest."

Scopelitis was founded in Indianapolis, Indiana, in 1978, with a focus on trucking regulatory law. Forty years later, Scopeli-

tis has evolved into a firm with attorneys in over 25 practice areas working to assist over 5,000 transportation-related companies around the world with their immediate and long-term legal and business needs. The opening of its newest office marks another milestone in Scopelitis' strategic growth.

"Many of the Firm's clients have a large presence in Washington and even those that are headquartered elsewhere have been increasingly entangled in claims arising out of their Washington operations," said Smedstad. "Moving to Seattle to augment the Firm's Spokane presence seemed like a natural evolution to defending the transportation industry, particularly as to West Coast issues."

Scopelitis is a full-service law firm that serves the trucking, transportation, and logistics industries from its offices in Indianapolis; Chicago; Washington, D.C.; Los Angeles; Chattanooga; Detroit; Spokane; Dallas/Fort Worth; Milwaukee; Mt. Ephraim, New Jersey; Philadelphia; Tulsa; and, as of 2018, Seattle. ###

### ABOUT THE ATTORNEY

Adam C. Smedstad focuses his practice on litigation of commercial and business disputes. He is a commercial trial lawyer who focuses his practice on defending class actions against motor carriers and has successfully

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tried them to verdict. Smedstad has defended challenges to independent contractor classification as well as employee wage and hour claims in some of the nation's most difficult jurisdictions. He also has extensive experience defending class actions alleging violations of the

Federal Leasing Regulations. **ABOUT SCOPELITIS, GARVIN, LIGHT, HANSON & FEARY, P.C.**

The Firm's practice areas are specifically focused on transportation and range from corporate and business transactions, mergers and acquisitions, international transportation and

logistics law, legislative affairs, insurance law, workers' compensation defense, personal injury/property damage defense, labor and employment law, and employee leasing. To learn more visit [www.scopelitis.com](http://www.scopelitis.com).

## THE ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA (EDAWN) HONORS ONTRAC AT EXPANSION CELEBRATION

Reno, NV, February 7, 2018: OnTrac, a logistics company specializing in delivery services in the Western United States, has witnessed significant growth in Northern Nevada. Announced in early October, OnTrac had 200 available positions at the Sparks, Nevada facility and plans have been put in place to expand the current facility into a hub, which is over 150,000 square feet. The Economic Development Authority of Western Nevada (EDAWN) recognized this positive change created by OnTrac in Northern Nevada and honored the company at the annual New and Expanded Companies Event.

The event took place on December 7, 2017 at the Peppermill Resort, Spa and Casino. A total of 29 companies including OnTrac were recognized at the event along with over 400 business

and community guests in attendance. EDAWN Executive Vice President of Business Development Stan Thomas and City of Reno Bill Thomas presented an award on stage to OnTrac Chief Financial Officer Thomas Fischer and OnTrac Corporate Account Manager Erin Metscher.

EDAWN CEO and President Mike Kazmierski says, "2017 has been an exciting year of growth and positive change in the Greater Reno-Sparks area and most certainly for OnTrac. EDAWN's annual event is all about new and expanded companies in our region this year. We are very excited to honor them at the celebration this year and look forward to seeing their company growth."

EDAWN was established in 1983 and is committed to positively impacting the quality of life in Greater Reno-Sparks by diver-

sifying the economy through recruiting new companies, supporting existing companies and assisting newly forming companies in the region. OnTrac is a Presidential Gold Investor with EDAWN and Erin Metscher serves on the EDAWN Board of Trustees.



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### ABOUT ONTRAC

OnTrac specializes in delivery services throughout the eight western area states, an area that is home to over 65 million people. OnTrac was founded in 1991, and has grown to become a top choice for e-commerce and companies looking to speed up parcel distribution without the

cost of express shipping. In 2014, OnTrac launched DirectPost, and became the first regional logistics company to offer a USPS Package Consolidation Service. OnTrac is a SmartWay Transport Partner, a USPS Workshare Partner, and is integrated with over thirty different multi-carrier software providers. OnTrac is comprised of three divisions based

on service offerings; overnight, messenger, and international. For more information on overnight services, call 800.334.5000 or visit [ontrac.com](http://ontrac.com). For more information on messenger services, call 888.334.5001 or visit [ontracmessenger.com](http://ontracmessenger.com). For more information on international services, call 800.628.4868 or visit [ontracinternational.com](http://ontracinternational.com).

### BIRMINGHAM BUSINESS JOURNAL SELECTS CFO, STEVEN MILLER AS TOP 40 UNDER 40 HONOREE



The Birmingham Business Journal's Top 40 Under 40 Award is one of the most desirable honors for young professionals in metro Birmingham. This award spotlights up-and-coming individuals who will be the leaders for Birmingham's economy for

years to come. Last month, Steven was welcomed into the 2018 class. During an interview with BBJ, Steven speaks on his most prized accomplishment, mentorship, and the best advice he ever received.

*Way to go Steven! Pace is grateful for your dedication and commitment to our promise of Solving Logistics Together.*

# WESTERN PEAKS LOGISTICS IS RECOGNIZED FOR GROWTH

SALT LAKE CITY— Western Peaks Logistics (WPL), the premier same-day/next-day and last-mile delivery and logistics provider serving the western United States, recently received national recognition and two local distinctions for its record-breaking growth in 2016. Nationally, WPL ranked No. 1509 on Inc. Magazine's 36th annual Inc. 5000, the most prestigious listing of the country's fastest-growing private companies. WPL achieved this ranking for its impressive 269 percent growth in revenue over the past three years (2013–2016) while operating as Rev It Logistics and Kangaroo Express. The two companies joined forces in 2016 to become Western Peaks Logistics. Based in Salt Lake City, WPL was also honored by Utah Business Magazine as one of its Fast 50, the 50 fastest-growing companies in the state of Utah. WPL ranked No. 36. In addition, WPL was recognized by the Mountain West Capital Network (MWCN) as one of the 100 fastest-growing companies in Utah, with a rank of No. 49 on the Utah 100 list. "WPL continues to grow at a rapid pace," said Tyler Thatcher, CEO of WPL. "We have expanded our coverage area of the western United States and now have full-service cross-dock facilities in Salt Lake City, Denver,

Grand Junction, Durango, Albuquerque, and Casper, Wyoming, which are connected by company-run line-haul operations. We also continue to enhance our services and technology. This year we added PTC Air Freight as a WPL company, which will further facilitate our company's growth." WPL's growth plan is to continue to add cross-dock facilities and expand its regional footprint in areas that are adjacent to its current service area in the Intermountain West, with a particular focus on areas where current customers have delivery needs that are underserved. For more information, visit [www.deliverthewest.com](http://www.deliverthewest.com). The complete Inc. 5000 list can be found at [www.inc.com/inc5000](http://www.inc.com/inc5000); the complete Utah Business Fast 50 list can be found at [www.utahbusiness.com/category/events/fast-50/](http://www.utahbusiness.com/category/events/fast-50/); and the complete MWCN Utah 100 list can be found at <http://www.mwcn.org/utah-100/>.

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About Western Peaks Logistics  
Western Peaks Logistics is the premier same-day/next-day and last-mile delivery and logistics provider serving the western United States. With strategically located operations and dedicated line-hauls between key markets in Utah, Colorado, New

Mexico, Wyoming, Idaho, and surrounding areas, WPL drivers are experts in navigating the challenging, expansive western terrain and weather conditions. The company has a proven track record of getting packages to their destinations in a safe, reliable, and timely manner, providing real-time visibility and tracking.



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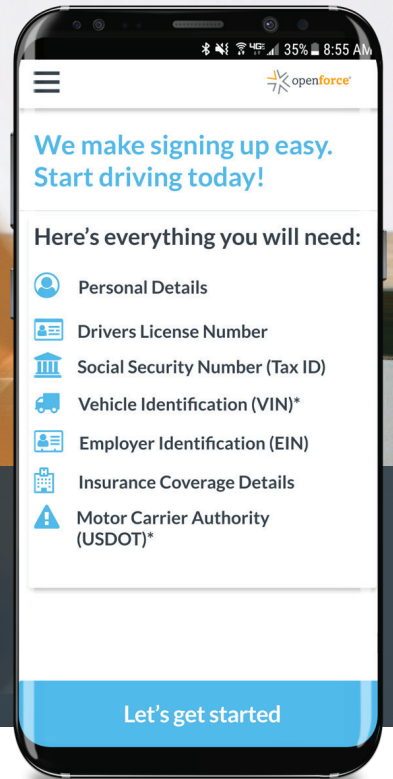


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