



The Rock Solid News

LITTLE ROCK FARM *Trucking*



Dollars Up In Smoke

Little Rock spends millions of dollars each year on fuel. That's right... our little fleet burns that much out the smoke stacks.

Each trip takes into account fuel usage, wages, truck costs and company running costs. Costs are factored so closely due to huge competition in the marketplace, there is no room for mistakes or wasteful spending.

Shipping rates don't change as often as they should to match the day's trend. Customers like stability and consistency. They factor in our shipping costs into their own product costs.



Little Rock must depend on itself to produce a profit. That strictly means to buy smarter. Fuel is the most expensive purchase of the fleet. A penny saved here and there, means an astronomical amount of savings each year.

We challenge you to save 1% when purchasing fuel. How do you save 1%? Plan ahead and fill up more volume at one time. Buy your fuel in places where it's cheaper. There are so many ways to try to save 1%. Saving 1% over the entire fleet x 1 year = 1 Brand New Tractor. ☺

April 2008 – 1% Fuel Savings Challenge

Mark's Message

Fuel - think about what *isn't* related to fuel. I can't really think of anything. I was almost tricked into believing computers can bypass fuel. You don't have to drive to a store...you just order online and the products come to you. But how did the computer parts make it from their origin to the manufacturing plant? How did the computer make it to the retail store? How did the computer make it from the store to your home or business? How do products ordered online make it from where they are to you? See what I mean? Everything is related to fuel!

In the business of transportation, fuel is huge! It is now the single biggest cost factor...yes, bigger than even the cost of the truck and trailer combined!

Compare the cost of fuel in 1997 to 2008

Year	Miles	MPG	Cost/Litre	Cost/Year
1997	120,000	7.0	0.497	\$38,732
2008	120,000	7.0	1.168	\$91,024

It is simply staggering! But just as mind boggling is what difference a fuel efficient truck and driver can make. Using the same formula as above, 120,000 km per year with a fuel price of \$1.168 per litre.

MPG	4 Years
5.75	\$443,247
6.00	\$424,778
6.25	\$407,767
6.50	\$392,103
6.75	\$377,581
7.00	\$364,096
7.25	\$351,541
7.50	\$339,823
7.75	\$328,861
8.00	\$318,584

In this example, a truck and driver that gets 7 mpg saves over \$60,000 in fuel compared to the truck and driver that gets 6 mpg. Our late model trucks are spec'd for maximum fuel efficiency. Now, we rely on professional drivers who understand they are needed...needed to make the difference. Mark

RWAM Company Benefits Tip

Little Rock has a terrific benefits package and is set dollar value and you have the power to choose what you spend it on.

Did you know that there is a processing fee involved for cutting a check from RWAM to you. To avoid the processing fee, keep your receipts until they total over \$100. It's a way of ensuring every dollar is working for you.



To The Rock!

Chris Moulton – Live Poultry Haul

Tim Miller – Live Poultry Haul

Dale Baer – Live Poultry Haul

Mrs. Killer Miller Sharon – Live Poultry Haul

Roger Dunning – Live Poultry Haul

Phillip Bartlett – Live Poultry Haul



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Chicken Coop – Trailer Damages

Little Rock has invested time and money into constructing new trailers for the Live Poultry Haulers. Reality is, if we wait too long to construct new trailers, our trailers will have become tired and unusable. Trailers and new construction are required in order to keep doing what we do best.

Drivers are required to drop their trailers off at the processing plants and then re-connect to empty trailers and head back out. Our trailers get moved, unloaded and cleaned by other people. Drivers have been doing a great job in reporting damages as they find them. Some have even called in about damages to trailers that they are not even using. They are using their own eyes to scan over the sitting equipment. We thank you for your concern, we appreciate your efforts.

The biggest problem we have is draping chains are being run over by the wheels. When this happens, the top supporting bars are bent and sometimes broken off. Though there is a cost associated with the fix, trailers in this condition are placed **“out of service”** and hauled back to Walkerton or TruckFix. Little Rock is so busy that every trailer during parts of the week is in use. One **“out of service”** trailer causes scheduling problems. The costs of not being able to do a load, in some cases, outweighs the costs of repairs.

Like trying to save money on fuel, running over chains doesn't need to happen if a driver just takes a second look before they move their vehicles. ☺

Saving 1% Challenge

Saving 1% is not as hard as it may sound. Everything each of us does costs money. The trick is to find what you can save money on. For example, a good pre-trip catches a problem that could potentially be a road side assistance call, catching it and addressing it before leaving is a huge savings. Road Side Assistance calls cancel out any profit and ends up costing Little Rock money to ship a customer's item, we need to avoid that.

Being caught for a violation is a direct hit on Little Rock's insurance rates. Though the ticket may be paid immediately, it leaves a lasting impact on Little Rock's record. That costs money.

Just being mindful and observe surroundings. Look at equipment, notice irregularities, look for yellow lights on reefer units, and report anything that will cost money if not looked into.

Payroll Department

Payroll isn't a simple task. There are many people involved in the process such as Pat, Anne, Brian, Mike M, Katherine, and Michael. Shelley and Sandy are the team leaders for this area. Each envelope is carefully analyzed with receipts, fuel and wages.

Shelley and Sandy do the final audit to ensure everyone is paid. Little Rock is a small company but is getting bigger. Payroll envelopes are due into Little Rock by the Saturday **prior** to the pay Friday. We need time to enter your envelope and allow it to be audited. Once it passes audit, it gets entered into the automatic bank deposit program. One late envelope stalls the entire process. We ask that drivers turn in envelopes as soon as possible to avoid delays.

Be sure to book your holidays soon to avoid disappointment!



Elvis In The House

A chicken trailer was returned for fixing. On board a chicken was found. He somehow escaped the processing plant. The mechanics adopted him and he has been a wonderful addition in providing smiles for us all. The shop made him a LRFT chicken hut to live in too.

The shop didn't tell Teri about this chicken and snuck up behind her in the office with him. Teri freaked and had a bird herself. ☺



Border Crossings with ACE



Crossing the borders has been made simpler for drivers because of the new ACE program. With more technology and electronic transferring of data, the borders have never been faster and drivers don't end up sitting for hours in a custom broker's office.

Dispatchers are responsible for getting our drivers set up and that is all controlled with our dispatching program. This is where it gets a bit complicated when there are changes or cancellations of shipments. In the olden days, we could just change up trailers, trucks and drivers at a drop of a hat, those days are gone. Electronic Customs data takes up to a **½ hour** by the time it channels its way through all the processing channels. When the broker finally inputs the order, they link their work directly to our electronic information exchange.

We ask drivers to fax their paperwork to us when they get it. It gets too complicated if the invoice doesn't match the driver's ACE. We all know what happens when that occurs. ☺

Cancelling an ACE is not a simple “Delete Button”, it takes time. Just like submitting an ACE takes a ½ hour to set up, it takes up to ½ hour to cancel an ACE to fix up a trip itinerary because the ACE information must be resent to customs to verify the changes being made. This waiting time feels like an eternity when we are in a hurry, unfortunately, there is nothing we can do to speed up the timing. Technology is great but does have its draw backs too! ☺

Electronic Communications

Little Rock Gateway Crimson Logic Customs = ½ Hour
Customs Can Take Up To 2 Hours Once Received To Process.



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Purchasing Fuel

It sounds selfish to be asking drivers to be smart with fuel purchasing. More savings equals more profit for Little Rock or is that the right way to look at it?

Though Little Rock is classified as a small business, we are not far off from being called a "Medium Sized" business. We've been growing steadily over the past few years and Little Rock has been expanding and diversifying the business to compensate for the marketplace. Fuel is one of those expenses that forces companies who are not watching it closely enough to suddenly realize they are not doing so great.

Little Rock started in February to release individual fuel purchasing spreadsheets to each driver. It shows miles per gallon; plus shows locations, prices, and even cash conversions with the US and Canadian Dollar. It shows a personal purchasing trend clearly.

A driver addressed with me his MPG rate. He wanted to get it better. So out of curiosity I ran the monthly report for him to give us an idea where he was. One of the purchases showed a state that is known for high fuel rates. In fact, the price of the fuel was 20 cents more per gallon than the state beside it. Doesn't sound like much but when I calculated the total savings if he would have waited to the next state (when possible of course), he would have saved \$40.

He realized, in retrospect, that he could have waited but choose not to because of personal reasons. Looking at the bigger picture, if the whole fleet did that on the same day, we would have spent an extra \$2400 on fuel. He is not alone in making decisions like this one. From this experience, better decisions will be made. ☺

Where Are These Land Marks?



Cadillac Ranch Is Where?



Where in Illinois is this Cross?



This Cross is along I-40 in what state?



World's Largest Tee-Pee is in what Canadian City?

😄 Ray Pennington's Yuk Yuk's 😄

Hiring Clerk says "We need somebody who is really responsible for this position."

Applicant responds "Then I'm your person. On my last job, when anything went wrong the boss always said I was responsible"

Patient says "About that medication you prescribed last week, didn't you say I'd have to take it for the rest of my life?"

Doctor says "That's Right!"

Patient says "Then why did you write no refills on the prescription?"



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Pop Quiz

Who is the longest standing regular customer for Little Rock?

When did Little Rock start dispatching out of London and Milton?

The Reuber Brothers bought two new red trucks, which started the trend for Red Tractors. What Brand of Truck were they? Their tractor numbers were 1022 and 1024.

Little Rock (the company) was purchased by the Reuber Brothers in what month and year?

When was the parking lot paved?

Who is the longest office employee other than the Reuber Brothers?

One of the office workers was a direct transfer from DAC. Who are they?



Next Month

“The Rock Solid News”

I am really pleased with the reception and presentation level of our monthly newsletter. For the record, writing the newsletter was not part of my job duties. I just recognized that I like to read company material whenever it’s presented. It was mentioned during my office interview but it was me who spearheaded the issue because I believe in the power of its usage. Management thought so too.

As a driver, I would know bits and pieces of information pertaining to the stability of the company. As drivers, we always try to put together what the truth is versus what the gossip is on the road.

The Rock Solid News name is a play on words. I always called our company “The Rock”. Rock Solid, to me, means firm. News means the obvious. My goal for the newsletter is to bring to light the positive aspects and factual information about Little Rock. Thus, “The Rock Solid News”.

This is my 5th edition and the ideas from everyone are pouring out. Topics of discussion are becoming easier to find. What the internal staff believe is common knowledge, may not be. That’s where this comes into play.

I chose to do Fuel Consumption as April’s topic. In keeping the newsletter positive, it is hard to achieve when discussing Little Rock’s biggest financial hit each day... FUEL. It’s hard not to sound like a nag. Most of the drivers are company drivers and make the same amount of money regardless of where they shop for fuel.

Reality is, our shipping rates don’t fluctuate as often as they should due to the customer’s ability to shop around. Arming our drivers with knowledge, is the way to have drivers shop smart and consider the bigger picture.

Stat Holidays Explained

Little Rock is a continuous operation which falls under Federal jurisdiction and is guided by the **Canada Labour Code**. There are 9 Statutory Holidays = **STATs**, under the **Canada Labour Code**, they are: **New Year’s Day/Good Friday Victoria Day/Canada Day/Labour Day/Thanksgiving Day/Remembrance Day/Christmas Day and Boxing Day**. The first Monday in August is **NOT** a Federal Statutory holiday. **In fact** “it is not even a statutory holiday under the Employment Standards Act 2000. It is a civic holiday observed in many Ontario municipalities.”

When an employee employed in a continuous operation is required to work on a public holiday that occurs on a day this is ordinarily his/her working day, his/her employer can decide how the employee will be compensated. (ie. regular rate plus a substitute day off.) Little Rock Farm Trucking’s practice is to pay employees their regular rate of pay for the hours they work plus pay one additional days wages to cover a day off in substitution of the STAT.



Newsletter Ideas Please Share With Michael ☺



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We Need Your Help with Local Trip Envelopes

Little Rock bills customers several ways. Most times it's by the truck load, but there are a few exceptions for the local loads with multiple pick ups.

Some customer's bills of lading are not providing enough information for billing. For example, a customer might call in and say they have 5 skids for pick up. When we get there, it's actually 7 skids. That's why we need you to write down your skid counts. Furthermore, the price of the shipment could change based on the skid counts too.

The problem that is occurring is that some customer's bills of lading are not providing skid counts. Some are providing case counts only. We are unable to determine what the real skid count is based on the case or piece counts and verify what is actually been called to our dispatchers by the customers. Some of you do this already and others are probably not aware how important that information. Thanks In Advance For your help.

Driver:	Truck:	Date:	Trailer	Time Arrived	Time Leaving	Stop Name	Location	Name	Skids / Piece	PU or DEL
1042		12/1/08								P046816
			R-123	9:20 am	12:40 pm	Hanevdration	Centederation Fr			P046816
						Brantford	ON			
						Cambridge Canvas	ON			
						Cambridge	ON			
						Little Rock	ON			

Think of Yourself and Fuel Up Your Reefers

To many of our drivers, this memo is a repeat of what has been given out over the years. The true reality is that some drivers are still returning reefers to our yards and customer's doors without ensuring the reefer fuel is filled up. Little Rock's Walkerton yard even has a fuel tank conveniently located in the lane way upon your return. It can't get any simpler than that.

Even worse are customers who have a reefer dropped off and when we come back after hours to pick it up, we realize the reefer has run out of the fuel and quit. Products spoil and Little Rock is held responsible by the customers for this occurring. The costs associated with this are astronomical and put our reputation on the line as far as being a competent carrier.

We've always said to think about the driver who will use the trailer after you. More importantly, just think about the feeling of connecting your truck to a reefer that is full of fuel and ready to roll when you are. It's a good feeling knowing that the start of your trip gets going without any delays.