



The Rock Solid News

LITTLE ROCK FARM *Trucking*

Mark's Message

I'm forever amazed at the common gossip mill, and particularly surprised how common it is between drivers. What propels people into believing if they know some little tidbit of news or hearsay before others it puts them up higher on the "food chain"? They really believe they are a "cut" above!

The truth is... most gossip is either just flat out wrong, or stretched so far from the original story most of it, is wrong!

I've heard lots of gossip, even some about Little Rock. Here's a good one; Johnny heard that our church was supporting Little Rock financially! He has since talked with the minister and asked why we haven't seen the money yet!

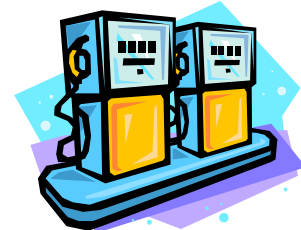
Be careful! What comes out of your mouth can ruin a reputation and destroy a person or company, most times all founded on incorrect, hearsay or gossip. I know I have had to retract things I've said based on false information given to me.

Fuel continues to play havoc with our business and the economy in general. Here are some simple things you should be aware of:

- The throttle foot has the most influence over the fuel consumption of the vehicle you're in control of. Not your problem? It may be soon.
- Unnecessary idling drinks up big dollars in fuel.
- Coasting to a stop sign or light with throttle off uses ZERO fuel. Coast longer; let the weight of the truck take you to the intersection!
- Don't park trucks unattended for long periods of time. Fuel theft will become more common. Be aware. We are monitoring fuel usage and will question you if we believe your truck is using more fuel then it should.

June 2008 – Proving It Pays

DO NOT BUY FUEL IN CANADA



For those drivers who are driving state side, we are telling everyone to buy their fuel in the United States as much as possible.

Card Lock locations like Foxton Fuels, don't advertise their prices anywhere visible to a driver. It's impossible to know until Little Rock receives the nightly information download from T-Chek what the prices were. We are more concerned with Card Locks in locations other than Walkerton.

It is cheaper to buy fuel in the United States at this time due to the rising prices and currency exchange.

Every trucking company is dealing with the rising costs of diesel, we need to stay smart with our purchases in order to remain competitive and remain open for business.

We have hit record high levels in fuel costs. One driver fueled up their rig and it cost \$1300, this is the new scary normal. See the back of this newsletter to see average prices.

**AVOID BUYING
FUEL
IN
CANADA**



Saturday July 5

**RSVP Forms Will Be Circulating Real Soon!
See "Social Committee"!**



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LITTLE ROCK FARM *Trucking*

After Hours Team Work

Mike M, Katherine, and Michael are the after hours dispatchers for Little Rock. A large part of their function is to process paperwork through the proper channels. Each of them has different duties to perform but the commonality is that they answer the phones and see through difficult situations. Once a problem is discovered with a driver, paperwork is pushed aside until decisions are made. They are the eyes, ears, and mouth of Little Rock after hours. Some decisions require dispatchers or management to be contacted. When this happens, instructions received are followed through as if the actual dispatcher or manager is present.

We recently had a situation involving a driver's tractor catching fire late on a Friday night. This was a serious situation due to the nature of the distress call to Michael. Dispatchers were awoken at home and members of management were contacted. The decision was to allow the fire be extinguished, and get the driver to work through the ordeal with authorities. The driver knew that if further help was needed, the driver was to not hesitate to call anytime during the night.

THE NEXT DAY

This situation took several people to solve. The driver was awesome with communications and following up. The driver knew exactly where he was and had himself totally organized on the phone.

The catch of the situation was that his load coming back to Canada was already on his truck. The delivery due date was in two days. Being automotive related, late parts can equal a plant shut down due to time sensitivity issues.

Procedural Check List

- ✓ Get the driver settled and ensure he was being looked after.
- ✓ The driver would be stranded down in Tennessee for several days. Don came up with the suggestion to send another driver with an empty trailer so when the first driver was ready to come back north, they can do a pick up to cover the cost of fuel.
- ✓ Have someone go to meet the driver to switch the trailer before the customer realizes there is a problem. Mark and Michael got on the phones and went down the list calling drivers for help. Mark got the okay with Doug White to head down immediately. Mark reorganized the computer's trip information.
- ✓ Michael got maps and placed together documentation for Doug to get on the road.
- ✓ The fire caused a domino affect because the affected driver was suppose to be on his regular run starting in just two days. Pat put out the distress call to find another driver to cover the week's run.
- ✓ Steve McEntee called in with suggestions on who is available to complete the week ahead. Steve's call narrowed down the search by knowing exactly everyone's schedules and availability.
- ✓ Pat had to reassemble a new trip in the computer (Our dispatching program is complex and her automotive area has a lot of picks and drops going on). Pat accomplished this all from home so when the calls went out, dates and times were available to communicate to the drivers when calling around.
- ✓ Steve's guidance and Pat's organization sped up the process for Michael to be successful to find a driver fast.
- ✓ Stan Whitehead stepped up to the challenge of rearranging his week to accommodate Pat's run.

The moral of the story is that although Michael was the face of the on call weekend dispatch, the reality is that he can't do it on his own. It takes a team to sometimes solve issues. This was one of the most powerful demonstrations of Little Rock's staff working together. Think about it too, everyone but Michael made decisions from home on their own time. For that alone, we are all grateful. ☺

What's The Budgie's Name?

Okay Elvis the Chicken has left the building compliments of Richard's hands. Elvis wasn't the first bird ever to be a beloved pet around here. The mechanics have a blue budgie bird. *Do you know its name?* His name is written on his little house inside the cage.



The Blue Budgie is fed by random people around here. Most noted lately is Kevin Neil (Live Poultry Driver) and Richard (Parts Guru).

Steve C believes the bird is ill. It's been several weeks since he has sung a song. Maybe it's in a vow of silence. ☺ *OR he's scared of Richard's neck massages?*

Thanks Barb!

Little Rock's Walkerton office is cleaned a couple times a week by Barb Reuber (John's Wife). She is such a pleasure to have be-bopping around the office shining up the joint. She cleans with a smile... seriously... and lots of laughter is usually part of her routine. Thanks for cleaning up after us Barb! ☺



Welcome To The Rock

Dave Robert – Live Haul Dispatch
John Weller – Automotive





The Rock Solid News

LITTLE ROCK FARM *Trucking*

Shelley Walked Out Of Love & Support

On April 13, 2008 Shelley walked 5 km in support of finding a cure for Multiple Sclerosis (MS). MS is a disorder that has personally affected Shelley as her daughter Melissa, just in her mid twenties, was recently diagnosed with this

Initially it was hard for Shelley to adapt to this new information. There was no history of this in the family tree. This news came as quite a shock.

Multiple sclerosis (MS) is a chronic autoimmune disorder affecting movement, sensation, and bodily functions. It is caused by destruction of the myelin insulation covering nerve fibers (neurons) in the central nervous system (brain and spinal cord).



After the initial shock, tears, and learning about MS, Shelley proudly stands beside her daughter with love and support. Shelley was to be part of a team of walkers with her daughter but unfortunately due to circumstances Shelley and her husband were unable to join their daughter on the walk; however, their commitment was so high they located the closest official MS Walking Location on April 13th. It just happened to be Kincardine, Shelley proudly walked side by side with her husband to honour her pledges and more importantly, to help support her daughter to find a cure.



Melissa is Bottom Far Left. Shelley's other daughter is Amanda and she is on the bottom Far Right holding Shelley's grandson. Amanda's husband is directly behind her and he is holding Shelley's grand daughter.

Shelley thanks everyone for supporting her family. We are very proud to see a family come together like this. ☺

T-Chek Tidbit

Did you know that having T-Chek is a great system for monitoring and controlling fuel and expenses for a trucking company? It is just like an American Express Card... No matter what the balance is for the entire fleet, the full balance of the T-Chek account must be paid every Tuesday.

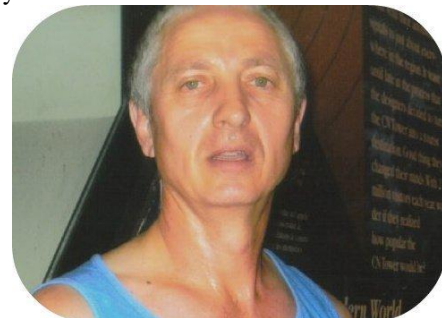
Arnie Crigger Climbs CN Tower

By Melita Crigger

He was able to raise \$620 towards the cause of Climate Change Studies. Over 6300 people climbed for the cause.

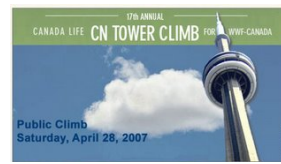
In his younger years, Arnie always wanted to challenge himself to see if he could climb the CN Tower stairs, but never had the opportunity.

Arnie has been on a weight loss crusade to better his own health. We, as drivers, know how hard that accomplishment is. Arnie has lost 50 lbs, he figured his body was in shape and gave it a try.



A Very Exhausted Guy Who Just Achieved His Personal Goal! Congrats

The climb took him 18 minutes 44 seconds. Before he began, his goal was to get up to the top in 30 minutes or less. This was his very first time climbing the CN Tower, but he wants to continue every year for personal reasons and for WWF.



That's Amazing --- Way To Go Arnie!

Thank You For Your Submission Melita! ☺



Ray Pennington's Random Thoughts



It's wrong to repeat gossip, but what else can you do with it? ... Ever notice that memories recalled by scents are mostly happy ones? ... If you don't think American's trust in God, watch how they drive... Most projects take longer than expected... There's this about egotistical bores_ they seldom talk about other people... nature gave you your face, but you have to provide it with an expression... Don't hit a man when he's down (he might get up)... The only people snobs want to know are people who don't want to know them... Instead of always loving our enemies, how about trying to treat our friends a little better?

Thank You, Ray, For Your Submission ☺



The Rock Solid News

LITTLE ROCK FARM *Trucking*

Little Rock Supports “The Deck”

By: Theresa

Little Rock Farm Trucking supports Brockton's local youth centre known as "THE DECK" located in downtown Walkerton. So why "The DECK" verses other organizations? The DECK is a non-profit organization run by local people who are known in our community. All funds raised or donated stay in Brockton without getting eaten up by marketing schemes, or larger organizations. No single person benefits financially and there are no hidden "head offices".

The core values of the organization hit home with Little Rock focusing on pre-teens and teenagers alike. By demonstrating and encouraging values based on community, family, cooperation, love, and consideration of others, the DECK is able to give our youth the support and directions they may not be receiving elsewhere. The volunteers donate their personal time and resources for each and every child. The Centre is open to all youth in the area, regardless of background, and while some choose to attend because it's a safe place, others show up just because "it's a cool place" to hang with their friends. The DECK's goal is to provide the keys and guidance youth need to benefit them in the long term and help them grow into productive members of the community.

Little Rock receives the reward of knowing that their contributions are directly benefiting local children. It is no surprise that in smaller communities like Brockton, opportunities of social events and safe areas for youth are extremely limited in comparison to larger towns and cities. Places like the DECK provide our youth with a safe haven.

It is impossible to put a dollar figure on the giving of one's time to a child in need. While IPODS, gaming stations, cell phones and other consumer items provide instant gratification, they can not replace human concern and contact.

Everyone in life needs to believe that they are worth something and that they have a purpose. We are all important and our youth have a voice and opinions just as we do as adults. Some of their views may be a little distorted based on their limited experience or peer pressure; but their opinions are valued and important. Youth require face to face interactions with others to gain an understanding of the world around them. They both need and want direction from caring adults. No one can make it on their own.

Little Rock supports seeing the local youth in a safe-loving-drug free environment verses walking the streets of Brockton. The DECK provides supervised structure, entertainment, social interactions and connections that will last a life time. The DECK is dedicated to guiding our youth to lead them safely and productively into adulthood.

Little Rock Farm Trucking believes it is the responsibility of all businesses and individuals to give back to their community to help make it a better place for us all.

Document – Document – Document

There are some of us in the office who document everything in our lives, me included. I never used to be that way but when Email was invented, I realized the power of its usage. Sending instant critical information along to others was amazing. In fact, one job I had - I sat with the manager and he typed word for word a get in trouble email to a fellow co-worker of all my concerns. The worker had all the information we discussed even before I was excused from the office. (by the way, I disagreed him with doing that over email) It's amazing to me how much email has changed internal operations and structures.

I'm known for sending a lot of emails to all dispatchers and office staff throughout my weekend. WHY? It's important that when all the regular staff comes back, they are informed of any decisions or situations that have occurred in their absence.

Some information is completely useless but may serve to be of importance at a later time. Some information is hard to know if it is important or not to pass along. Time stamping inside our dispatch program and our emails prove to be important when things are hitting the fan.

Maybe I'm obsessed, or maybe I am practical. The jury is still out. On the road, driving, I would document things. For example, I had a partial load stolen at a truck stop in Chilliwack BC. The very next time I was at that truck stop. I would sit back and watch. You would see black, windowless, extended vans circling slowly around the parking lot. There would be me writing down models, make and license plate numbers. The load before was stolen while I slept. The lock was cut and I could see the walking foot prints on top of boxes.

The worst load that I had was ice wine being shipped from Ontario to BC. The entire load, I believe, fell in Toronto because a 4 wheeler cut me off at the exit of the 401 going onto the 400. I jammed on the brakes and felt an extra thump and push from the entire load shifting forward.

I got into BC and opened the doors with the customer present and it was a living nightmare. The skids were 8 cases high and the cases were only 8" x 6". They were really small. They had one layer of shrink wrap. The entire load was on its side and I could smell the ice wine. Each bottle was worth \$150. Flavours were all mixed up and boxes were crushed and torn.

The customer said to me, "WOW, they never used enough shrink wrap for your load". Which was true and his statement took the responsibility directly off me. I was so scared due to the value of the load. I documented my situation with the guy's name and what he had said. Followed up with some pictures for more proof. ONLY 1 BOTTLE BROKE! I couldn't believe it. Documentation is so critical in an era where people get their jollies in suing for virtually anything and everything.





The Rock Solid News

LITTLE ROCK FARM *Trucking*



Gages and Electronics

Be A Trucker Buddy

I'm a Trucker Buddy sponsor. It's a USA non-profit organization that links a trucker to a dedicated classroom. The job of a trucker is to send one post card a month to the sponsored classroom. Each month, the kids will communicate in a letter back to the trucker.

The trucker's post cards open up a world of possibilities to show children that the world is bigger than their backyard. On the post cards, truckers talk about life on the road, environment, situations, things they see, how they feel, and the list is endless.

This organization is also in Canadian Classrooms if you are interested. They are always looking for more truckers because of the benefits to the children. It's hard to find appreciation in the trucking field, but the kids that will communicate with the trucker will write the most outstanding letters with terrific questions.

It's free other than the cost of a postcard and stamps. They will do a background check on the trucker before placing them with a classroom. For the \$10.00 that a trucker may spend a month on this program it will impact an entire classroom with memories that last a lifetime.

Having a fifth grader asking me about polar bears in my backyard in Southern Ontario is a great question for that age group. It's when they get to 50 years old in Texas and they still believe I am seal hunting on the Great Lakes and have frosty summers, that still shocks me.

www.truckerbuddy.org



SOCIAL COMMITTEE HISTORY & DETAILS

By: Liz Reuber

There have been two events running since the Reuber Families have owned Little Rock. A Semi-formal Christmas Celebration Banquet for our employees and spouses. The other event is the family picnic for the employees and their families.

Barb and Liz alternate each year with hosting these events. It is the hostess of the event that determines the location, menus, themes, decorations and games. They equally support each other no matter who is the "Hostess With the Mostest!"

The summer picnic is for the employees and their children. In the case where the employee's children are no longer living at home, they may bring their grandchildren instead. This is a family day, children attending should not invite friends to attend this family function.

Picnic This Year

Location: Mark Reuber's Family Home In Cargill Ontario.
Emergency # 175 Cargill Road... Main Street
SEE MAP ON THE BACK OF THE NEWSLETTER

Date: July 5, 2008 Saturday

Time: Late Afternoon (Time To Be Announced)

Tentative Details: BBQ Supper and Bonfire

Dress Code: Casual / Be Comfortable

INVITATIONS

- ✓ Tell Your Dispatcher or Office Personnel
- ✓ OR Email Liz directly at kressreuber@hotmail.com

R.S.V.P. by June 23rd Noon Catering and other details can not be worked out until the final numbers are known.

Liz circulated a form called "*Getting To Know You*" in May. Please be sure to fill that in and hand it back in. She says to ensure there is an email address so she can circulate more information electronically directly to you.

In the meantime, watch for more details in pay envelopes, posters at the office and emails. ☺



The Rock Solid News

LITTLE ROCK FARM *Trucking*

Scenes Around The Rock Tom Moon Going To A Farm



2008/01/02

The LRFT Shunt Truck



Ready... Set... GO!!!!



January 2008 – Safety Meeting



**Thanks To Local Drivers For
Writing Skid Counts**

Driver	Truck	Date	Trailer	Time Arrived	Time Leaving	Stop Name	Location	Skids / Pieces	PU or DEL	Comments
1442	18/1169									Penetration
				9:30 am	12:40 pm	Cambridge	Cambridge		Deliver	Penetration
						Cambridge	Cambridge		Deliver	Penetration
						Little Rock	Little Rock		Deliver	Penetration

LRFT GEAR

Dedicated Work Clothing



LRFT T-Shirt



Denim Winter Jacket

Prices:

Pacific Removable Lining Denim Jacket	\$84.00
Stormtech Wind Breaker	\$59.00
Long Sleeve Blue or Beige Denim Shirts	\$29.00
Short Sleeve Denim Shirts	\$29.00
Short Sleeve Golf Shirts, Light Brown or Beige	\$25.00
Short Sleeve T-Shirt - Silk Screen LRFT Logo	\$15.00

All LRFT Gear, except for the T-Shirts, have embroidered Little Rock Farm Trucking Logos sewn right onto the shirts. We have sizes from XS – 2 XL. Most sizes and styles are in stock. Check out the glass display cabinet in Dispatch Central Walkerton's Location for a closer look.

A T-Chek Lesson Learned

Michael received a call from Doug White regarding his T-Chek card being rejected on a Saturday night. Doug hadn't purchased fuel in two days; therefore, he couldn't have been over his 24 hour fuel limit. **What was the problem?**

Doug had filled up his Truck with \$780 of Tractor Fuel, \$90 in Reefer Fuel and requested a \$175 cash advance. Originally the entire transaction was being rejected.

Doug called Michael asking to fix the problem. The problem wasn't obvious with T-Chek and it was baffling their minds on what could be wrong. The cashier decided to separate the transactions and voila it was the answer-- so they thought.

The tractor fuel was paid for and Doug received his cash advance but when it came time to process the reefer fuel, the card again rejected. Again more calls back and forth with Michael and Doug. Michael called T-Chek to figure out what was going wrong.

The entire purchase was \$1045 which originally was rejected. The cashier was able to process Tractor Fuel and Cash Advance separately. The T-Chek daily usage limit was \$1000. The reefer fuel was causing the entire amount to go over the daily limit. With rising fuel prices, the fuel is higher than expected which leaves less money for the daily usage limit. What they didn't know is that the Cash Advances are part of the daily limit of a T-Chek Card. In other words, there isn't \$1000 for daily fuel allowance plus any cash advancing on a card. The advance is part of the daily card maximum. Made sense, they just didn't know it.





The Rock Solid News

LITTLE ROCK FARM *Trucking*

Qualcomm and You

Qualcomm is our satellite service provider. Recently, they implemented an upgrade in the software that we had to accept. It was a completely new format with better mapping and user options. Qualcomm is received two ways in the office.

1. Our dispatch program we use is FLEET. Qualcomm is directly linked to this computer software. Messages are sorted by driver, by trip, time, and truck. Messages are listed in order by the time they are received. The problem with this connection is that when drivers are in a later time zone than Little Rock, **their** time appears to have already passed. Messages are missed and not found because they are posted in the past on the list, and FLEET also doesn't notify anyone that new messages have arrived. That's a big negative. FLEET takes longer to send a driver a message because it has to jump from FLEET on a timed interval, set into Qualcomm waiting for the next timed Qualcomm send and receive time.
2. All dispatchers use the back up of the Internet Version of Qualcomm along with FLEET. The internet version is faster and notifies us instantly when new messages are coming in or going out. Qualcomm sends and receives messages every three minutes. Each truck checks itself in and updates its own location on a set time. Also, every time a message is sent to a truck or received in, the location of the truck is updated leaving a trace trail of the locations you've been

Some customers have access to Little Rock's Qualcomm satellite communications, which includes maps of driver locations. Those customers receive a list of truck numbers ahead of time and know exactly which trucks are hauling for them. At any time they can check the location of your truck.

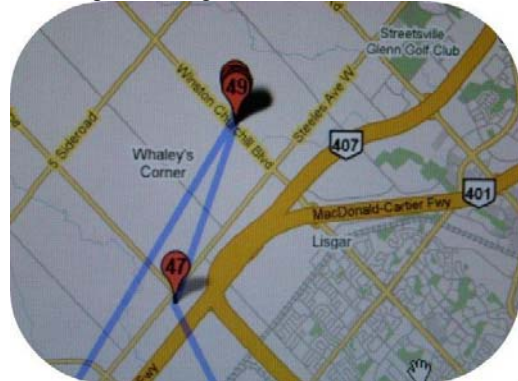
When the new Qualcomm system was in place, our computers were not set up properly. Messages were arriving but no one was being notified they were there. We experienced some unhappy drivers when not responding within a reasonable time frame on the weekends. After hours dispatchers have a lot of administrative paperwork processing duties to tend to. It's easy to bury ourselves in payroll, and receipt reconciling, etc and not realize an hour has past. Our apologies for your frustrations, the problem has been resolved with Qualcomm and our systems. Thanks for your patience.

Qualcomm is really amazing technology and an essential tool to aid dispatchers in making better decisions.

A Dispatcher's View of The New Qualcomm



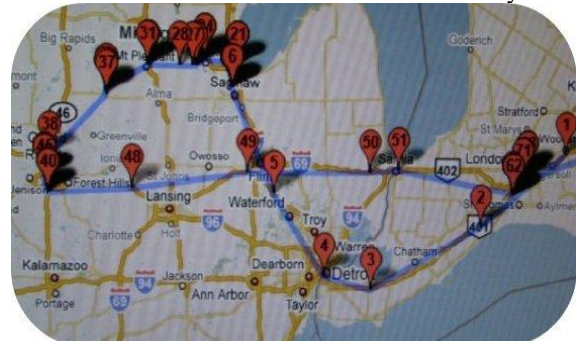
Messages coming in show times and location



The truck leaves a trace trail behind showing exactly what road you were on when it checked in. We can zoom in or out.



The last 100 Check In Points Are Visual. We can go back in time to see where a truck has been several months or years.



The numbers in the check points match up to a list that you can see in the top picture.



The Rock Solid News

LITTLE ROCK FARM *Trucking*

Whispers In The Dark

Submission by: Katherine

Surprises after hours can be some of the most difficult things to manage, especially for Live Poultry Haul. Live Poultry Haul Drivers are scheduled like a regular job with only sleep breaks put in between each run for an entire six day week. A driver unexpectedly didn't show up for his load and Little Rock was in a tight position without anyone available. The customer doesn't accept *"It can't be done!"* as an excuse because they are following consumer demand.



When it gets tight for Live Poultry Haul, it's sometimes possible to do "Switches". Meaning... we send one driver to the farm and to get it loaded. This driver will usually brings it back across the border and the "Switch" driver gives that first driver an empty poultry trailer to turn around to get a second load. The "Switch" driver takes the full trailer back to the processing plant.

I would like to give a special thanks to Pete Chesney, Killer (aka Bob) and Mrs. Miller Killer (aka Sharon) for rising to a situation when we had no one to cover a PA load. I called Pete to do a switch and he came in on a very difficult day for himself within a moment's notice to run to Fort Erie to do the switch. Also Sharon & Bob Miller for stepping up to the plate to complete two team runs to get this load to Fort Erie for Pete. They were very tired and looking forward to getting home, however they also knew the situation Little Rock was in. It is times like this when we all pull together as a team that will make us stronger than ever. Thanks again guys and gal!

P & H Drop Trailer Procedure

This notice is for drivers who are dropping trailers at P & H in Hanover. When dropping a loaded trailer in a door or on the pad after hours: Please leave a copy of your paperwork in the shipping mailbox.

You must ensure you keep a copy with you and submit it with your trip envelope. We cannot process a shipping invoice to P & H without a proof of delivery. When we don't get a proof of delivery, we are forced to contact P & H to have them sort through their paperwork to find it. It causes a week delay in billing them for your hard work. Please keep a copy!

Fuel Up Your Reefers

If you are leaving a reefer unit over at P & H, you must ensure you fill it up before you leave it behind. Reefer units are still running out of fuel on the pad which is causing a lot of problems.

Show Me The Proof

Don't you think it's remarkable when you call up your insurance broker and they already have on their screens your information so they can talk to you with accuracy? They don't need to remember you from a hole in the ground because their data base has all they need to continue an intelligent conversation. Insurance is one of those businesses where it's hard to pull the wool over their eyes because they document virtually everything about your requests and situations.

It's important to document situations and problems as we go along. For example, we had a situation where a number of our trucks were being stalled due to a scheduling issue that was beyond Little Rock's control. Drivers contacted us and informed us of what was happening. The satellite information is a data base that maintains driver's messages. Dispatchers have the power to record further information in the customer's order. When it comes time to bill the customer, the driver's information, along with the dispatcher's information forms an alliance to prove without a doubt the situation that had occurred was beyond the control of Little Rock.

It's records such as these that prove we are not a Mickey Mouse operation but rather a business that is run using technology and professional business tactics.



Documentation is the only true way to correctly recall a situation or event. Writing things down as soon as they happen ensures that our memories don't become distorted. Sometimes the more we think about things, the worse the situation appears and suddenly words are added to a situation that were never there in the beginning. The entire meaning can be spun into something it was never meant to be.

For the situation we encountered above, we were so proud of our drivers to take the initiative and contact us the moment it was happening. Though there wasn't much we could do about it, the proof of the situation was documented and protected us from any responsibilities. GREAT JOB!

Picnic Map

GLUE MAP HERE