

# Rock'n & Roll'n

**LITTLE ROCK FARM** *Trucking*



## Happy Thanksgiving Everyone

### Tarp Performance Bonus

For our live haulers hauling regular live haul trailers (Not Dollies), October 1st, 2009 is the starting of Tarp Performance Bonus for another term. The tarp performance bonus finishes on April 1st, 2010.

Keep in mind that Tarp Performance Bonus is given automatically with every live load beyond October 1st to April 1st, 2009.

Anyone needing a refresher on Tarp Management, please talk to the shop or your dispatcher for guidance.



## Marks Message – Our weather and you!

I was chatting with a live haul driver talking about the season that's "overtaking" us. He was saying that a couple weeks ago it dipped to 0° Celsius in the Cornwall area already!

The first winter driving challenges can surprise even the most experienced commercial drivers. Be prepared! Here are some things to prepare your mind for winter and cold weather driving:

- Remember, most four wheelers drive out of necessity...they aren't professional drivers like you. Drive defensively with that in mind.

Further in our newsletter you'll read about new marketing strategies and our renewed emphasis on sourcing and attaining new business.

We've been very open with everyone regarding last year's world economy and its effect on our business. Most of you are aware

- First snow and ice is always the worst. It's the most dangerous for a few reasons. The ground isn't fully frozen yet. When precipitation hits the surface its slipperier than buttered escargot!
- Carry winter clothing including *winter boots*, *winter gloves*, *winter hat* and either a heavy *winter coat* or *snowmobile suit*.
- Check your flashlight batteries and carry spares. Remember there's less daylight in the winter!
- Give yourself extra

time for pre-trip inspections and transit times. Leaving early will take away the pressure you feel should travel conditions become less than ideal.

Last...change your mindset. Winter driving is a challenge! You can decide to hate it dwelling on all the negative aspects making yourself (and those around you) miserable, or accept the challenge deciding to be the smartest driver out there this winter! It's really up to you.

Regardless of what we think about winter, we're all going through it no matter what.

*Drive Safe...Drive Smart!*

## Business...what's ahead?

we've cut back in an attempt to keep our overhead expenses in check...it's a necessary evil.

Whew! We think we see light at the end of the tunnel!

What can you do to help? **Pretty much "more of the same"!** Little Rock employs the best drivers,

we have the best equipment, the best maintenance and the most accurate administration available! Our employees continued hard work, honesty and commitment to safety will solidify not only their futures, but those of their colleagues!

**Keep up the good work!**

## Included Services At No Extra Charge

Did you know Little Rock provides extra value added services:

- Custom Broker Recommendations
- In House ACE Manifesting
- Hard Copy or Electronic Documentation Available.
- 24 Hour Dispatching & Support.

- Individualized Customer Service & Support.
- Small enough to give personalized services, but with all the current technology to provide big solutions.
- Detailed Statistical Shipment Analysis Upon Request.

## You Don't Say...

On the road, most of us will never see the 'real' flesh and blood customer. We will see and deal with their representatives, employees, just like you and I. That's because we all have a roll to fill. An important part of that role is how we speak to those representatives.

Don't kid yourself into believing that what you say never goes any further. Even the most innocent comments can be taken the wrong way and before you know it, "the customer" is talking to our "boss" and we are wondering what happened and 'how did they hear that.'

The best thing to do is 'listen'. Employees are full of critical information and even as they should be trained to pick up this stray off-hand chatter, you too, should be listening and looking for tid-bits that you can relay to your boss that might close a deal or bring increased business through the door from

that valued customer.

**Listen**, add some conversation so all seems normal and remember important details so that your team back home can take advantage of even the most off-hand comment and turn it to your company advantage in dealing with that customer. **Spy** you say, no not even close. Paying attention, yes, and recognizing also that our customer's representatives are analyzing what we say and how we say it. A lot of the time, it is not where or when we say things, but *how* we say things. Remember the old saying "Stop, look and listen", now it goes like this, "Stop, look, listen, then speak." You won't be wondering what you should have said or how someone took it.



**Next time: Do manners still matter?**

Chuckles/Sales

## Ray Pennington's Mind Control

- An intelligent person is easy to identify... they think like you.
- By the time you have money to burn, your fire may be out.
- The emptier the pot, the quicker it boils.
- The man who smiles when something fizzes probably's thought of someone to blame.
- "Experience" is what people call their mistakes.
- Don't let the fear of failing keep you from trying.
- Confidence is that happy feeling of certain victory you get just before you fall on your face.
- One proof of fame is if some insane person thinks he's you.
- The most foolish extravagance is a fancy funeral.

**Thanks Again Ray!**



Scenes From Inside Gary Hergott's Truck.



## It's A Boy!

Congratulations to Dave Marten's and his family for extending their family. They have a wonderful healthy baby boy named Eric David Martens!

Mom and Baby Are Doing Great and At Home!



## Peter V Retires!

Since July 25th, 1994, Little Rock has had the honor of having Peter Vandavelde working with us. Peter started working for Little Rock during the birth of our company. The company was recently taken over by the present owners (Mark, John and their brother Paul). In 1994, there were only 6 trucks in our fleet.

One of the primary customers back then with Stovel-Seimon who shipped Rutabagas. They shipped all over the place and much of Canada. Mostly, each load had multiple stops.

Peter started working with them in 1994 and retired still doing their run 15 years later. Each load had approximately 8 to 15 stops. It's estimated that Peter V probably did 6,750 deliveries for just this one customer. This doesn't count the reloads and whatever local work he had to pick up before coming back to LRFT.

Peter has always been very professional while he worked with us. Always on time and has been one "Who gets the job done!" Even when Peter is having a rough day,

he knows that his positive attitude and wonderful customer service gets him farther down the road.

If you have had the pleasure of doing Peter's Run while he is on Vacation, 9 times out of 10, the receivers are asking if Peter is okay and where is he. This act in itself was a real testament to how well respected Peter was but he also paved the way that when you told a company you were with Little Rock, chances are you would be bumped ahead of the line. We can only thank Peter for this.

Peter was always a pleasure to work with. He will be missed greatly here at Little Rock and by his customers. We wish Peter all the best and I am sure his wife Marilyn will enjoy Peter being at home and will do her best to keep him busy.

So Peter, enjoy your retirement. You were and will always be a Little Rock Family Member to us. More importantly, we know you will enjoy sleeping in your own bed for more than 2 days in a row going forward.

This is not goodbye, but a safe journey until our paths cross again. With admiration and respect.

Steve McEntee & Staff

## Christmas Banquet

Liz & the Social Committee have scheduled our annual Christmas Banquet for Saturday, December 5, 2009.

Punch and hors d'oeuvres start at 6:30pm, Dinner at 7 PM.



Please invite your spouse and/or guest.

This is a non alcoholic social gathering.

RSVP on or before Fri, Nov 20 to [kressreuber@hotmail.com](mailto:kressreuber@hotmail.com) (Liz Reuber) or your dispatcher by noon.

## EZ Pass Transponders

Over the last few months, our charges for trips where the transponders have not been read properly have soared. The charges I am referring to are related to trips where the transponder has not been read properly when a truck enters the New York State Thruway. There is also the occasional charge for Transponders not read at the Fort Erie Bridge.

As an example, on July 8th, we were charged \$84.31. The toll should have been \$4.04. The overcharge on this one item alone is \$77.27. All of these tolls are in US FUNDS. For July alone, we are estimating an overcharges to be over \$1000.00.

In order to address these overcharges, drivers are being asked to check the following:

- The transponder needs to be visible by the detector directly overhead. If needed, move the transponder to a lower position on your windshield. You can also try and tip the transponder by placing something between the top of the transponder and windshield.
- Make sure the transponder is in the windshield and not on the dash or anywhere else in the cab.
- Watch the status lights. If you are seeing the "CALL EZ PASS" light too much, ask for a new transponder. It is possible the batteries could be weak.
- 

We are in the process of looking at other alternatives to this problem.

These steps should improve the misread situation. If the overcharges continue, further steps will be taken to investigate why.



## Outside The Box

I've been given a couple great opportunities that I wish to share with you.

Firstly, I've been given the chance to work directly with our new Sales Representative, Charlie Rushmere. Having him working along with us has sparked such enthusiasm.

Secondly, I've been placed in the think tank of Mark and Charlie to expand our marketing ideas. Right now, marketing is in the beginning stages of something great... but now it's time to focus energy and believe our own message.

Charlie comes to us from a sales background. He sees things from a customer's perspective. In our case, we can be so involved in the here and now, that we don't step outside of our situations to see the bigger picture. Charlie's focus on the customer is something we need to pay attention to.

What we have to pay attention to is our own attitudes. Just because we believe that something will not work, doesn't mean that its engraved in stone. Maybe the idea is fantastic but needs tweaking with other great minds that we have here.

**"Take a look at what you have already and see what else you can do with it!"** Many people want to scrap an entire idea and will be stuck in a brain freeze trying to be creative. Build upon existing ideas, it is easier than reinventing the wheel.

Little Rock has a lot to work with already. We just have to ensure the customer knows the level of services they can expect from us.

**OUR JOB IS: GET THE MESSAGE OUT THERE THAT LITTLE ROCK IS HERE!**

The second opportunity for me is to be creative in working with mar-

keting strategies. Many people have said that I should look into this field and really develop new ideas.

Here's the truth, I can't do it on my own. The majority of my ideas are what I would hope for. My colleagues and friends help mold ideas into sensations.

The real testament to marketing anything is having a story to tell. **PEOPLE LOVE FACTS WHEN THE NUMBERS ARE OUTRAGEOUS...** but people are bored by facts. What is remembered is **"A STORY"**. Presentations in the form of Stories are remembered by everyone.

When is the last time you shared a story that was one of those stories you heard but was sitting in the back of your brain for 10 years? Useless information you retained and it became part of a conversation today. That's exactly what we need here.

Being a marketing strategist, everyone must think outside of the box. **"IT WONT WORK" out of your brain.**

Also, people need to think beyond themselves. Just cause you dislike the idea or won't find it useful, you need to put yourself into the position of the customer that you are trying to attract. Something you may do very routinely may be something the customer needs to do as well but you need to show them the way to get the resources.

I remember when the videos came out, someone told me that it will never work. They won't necessarily bring customers to our door but they are making OUR LOGO and OUR NAME recognizable. Mark can even testify to the amount of calls received from the Driver Recruitment Video that was launched in the summer of 2009. People are watching.

I'm just so tickled that I have the opportunity to use my **OUTSIDE OF THE BOX IDEAS...** sure they may be wacked, but something in this brain may be the next innovation to the future!

## Conscientious

Charlie Rushmere is working on building a data base on the things we do that are environmentally friendly.

LRFT is CONSCIENTIOUS about the environment.

We want to hear from our drivers on what you do to be environmentally conscious when doing your job. Please submit a point form list on what you do.

Leave your ideas in your trip envelopes and we will collect them.

## New Videos!

**Special Thanks To Gary Hergott for lending his truck for marketing reasons. Gary's truck was used in a pilot program for creating 3D Images of the inside and outside of his tractor and trailer. Nearly 700 photographs were taken and gives us a great collection of pictures to work with.**

LRFT is building a stronger internet presence. Mark even stated satisfaction with how many are calling in and commenting to the videos.

Gary's Truck is featured in 4 Videos and live camera footage has yet to be determined.



Rock'n & Roll'n is produced by Michael Sellick, administrator for Little Rock Farm Trucking.

Michael can be contacted at

[michael.sellick@lrft.net](mailto:michael.sellick@lrft.net)

Check out our YOU TUBE Channel named **littlerockfarmtruck.**

**Contributors Welcome!**