

LRFT newsletter

**Little Rock
Farm Trucking**
www.lrft.net

**519-881-4055
800-447-2660**

7 Industrial Road, Box 1357
Walkerton, ON N0G 2V0

Department	Ext
Sales	127
Live Haul Dispatch	125
Long Haul / Local	124
Safety	133
Milton Office	207
After Hours Dispatch	139

Value Added Services

- Satellite Tracking
- Instant Messaging
- Track & Trace
- Dedicated Dispatcher
- 24/7 Availability
- Experienced Drivers
- Modern Equipment
- Accurate Billing
- Hard Copy POD's
- CFIA Approved Docs
- Bio Security Aware
- Ace Manifests

Your dedicated regional, national, or international carrier of dry goods or refrigerated loads. We also haul live poultry between the USA and Canada. We can do regular scheduled runs with dedicated drivers.

**Learn more about us
at www.lrft.net**



Volume 3, Issue 5

May 2010

Striving To Be Green



Sunny Days Ahead?

I love trucks!

I like'm big, and I like'm shiny! I like'm clean on the outside, and I like'm clean on the inside.

Nothing turns my head more then a big shiny truck...that's right, nothing!

Normally the newer the better... that was until we bought the last 15 new trucks in 2007! What a heartache they've been. Out of those 15 new trucks, probably 13 have let us down numerous times. This affects our customer service, our profitability and totally discourages drivers who drive these machines.

Just to set the record straight...we spent more

then 1.75 million dollars on trucks that provided poorer fuel economy, and more frequent breakdowns than trucks 5 years old! Top it off with adding them to our fleet just prior to the **worst economy since the "dirty 30's"!**

We added these new trucks to the fleet believing they would bring pride and joy both to drivers and us, the owners! Instead, they've brought severe disruption to driver schedules sometimes holding them hostage for days on the road before repairs are complete while bringing total embarrassment to Little Rock in terms of customer service, driver job satisfaction and lost revenues.

It's a lose lose lose situation! (ya, that's 3 of those).

What's my point? Why is this little blurb such a downer?

You ever notice how much more you enjoy the sun when it's been cloudy and overcast for days? Well, I believe it will get "sunny" soon! All the cloudy days of breakdowns and disappointments will change, and we're going to appreciate the good times that are coming more than we ever would have had we not been through the bad times!

The flower that follows the sun does so even on cloudy days.

-Robert Leighton

FAMILY PICNIC JUNE 19, 2010 - RAIN OR SHINE

We are having a family picnic at 4pm at the grassy area behind LRFT main building. Park your vehicle at the Back Lot of LRFT. This is a family event. Employees are welcome to bring their spouses and immediate children.

We are having a BBQ Supper. Please bring warm coats and/or blankets, lawn chairs so that

you may enjoy the fellowship around the bonfire later into the evening.

Family photographs will be taken for you to keep.

Please RSVP by June 11th with Liz at kressreuber@hotmail.com or your dispatcher.

Real Life Evaluation

This spring the house flies have been out in vast numbers at my house. At first, I was trying to ignore them; however, they then started to land on my eye glasses. My home office has bright heated lights and the heat from my computers were giving my room the ideal place for the flies to be.

I settled on a can of Raid and it certainly did the trick the first time but then I ran out. Went to the store and got a more eco friendly Raid and suddenly the flies are loving it. They are getting a cheapy high and asking for more!

I broke down and settled on sticky fly paper and I strategically placed them in two spots. I sat and waited for the first fly to land on it. It didn't take long before I seen the first one hit and stick. Voila... problem solved. I knew I was going to sleep easy that night.

I came back and hour later and there were about 20 flies stuck with plenty more still flying around. I figured, "GREAT! Leave it up and let them all get stuck!" By morning there were just a couple buzzing around and the paper had snagged most of them.

I got thinking about the still flies on the paper and I figured there was poison on the paper because none of them were moving. I touched the first fly ever to land and to my surprise, the fly was still alive. What appears to be dead flies are not. They are sitting still waiting to die or dehydrate.

I found myself staring at it and wondering, "Why would the flies who are stuck not communicate to the rest of the flies to stay away from this danger?" Looking more into this, I noticed that the flies appear to be randomly spread throughout the paper. It would appear that the flies aren't helping each other at all. I noticed that a fly can pull one or two legs off the paper, but the momentum causes other parts of their body to get stuck. They need the kick



off momentum to get released. So I am thinking, if a fly has the power to pull a few legs off, then I think it would have the power to help another fly off the paper. Simply put, another fly could come along, land on the fly... and use it's wing power to pull them from the paper.

This is a real life example of non communication or lack thereof. The stuck flies should have screamed "STAY AWAY!" but somehow they can't or they won't. The flies aren't looking after each other because if they were... the fly trap should have 2 flies max and the rest staying clear of the area. If they worked as a team, the paper wouldn't be filled with carcasses.

But is there communication? "When a fly finds something crappy to eat... it's all over it like flies on ..." Well you know what I am saying. So somehow when there's something great, there's a ton of flies helping to feast. So are they communicating the feast and nothing else?

Bringing this back to human terms. If we don't communicate, how are others to know about what is good and what is bad. Maybe directions are wrong, have you taken the time to satellite better ones or just left it for the next guy to relay the info? Maybe when you figured out the route around a traffic jam, did you communicate that or were you content leaving other drivers behind?

Non communication causes ourselves (all of us) to fall victim of a simple trap. Maybe we would last over night and be lucky enough to avoid the problem, but eventually we will get caught because something you didn't expect will creep up.

Working as a team has its advantages. We are all professional colleagues who are working toward the same goal. Lets keep working together.

Michael



Important Benefit Changes

The payroll dept must know if there have been changes to the dependant status of the employees for benefit reasons.

- **New Child** Birth date, and full name, this be thru birth or

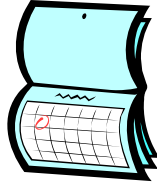
adoption.)

- **Spouse** (Date of marriage, spouses full name and date of birth.)
- **Death** (Name of deceased and date of death)

Holiday Time & Time Off

Please ensure you start booking your holidays with your dispatcher. As usual, holidays are granted based on customer shipment volumes and other driver's schedules. **2 Weeks Minimum Notice.**

To avoid disappointment, please start booking your holidays.



Also it has come to our attention that a few drivers are leaving last minute information such as when they can leave or personal issues that affect their leaving times.

A great deal of time is used to pre-plan and prepare the entire driving fleet's schedule. A dispatcher calling to give a driver

dispatch instructions and being told they can't leave, especially when knowledge that they couldn't leave wasn't communicated with the dispatcher already can be so frustrating. A driver suddenly telling this information throws the entire schedule into a re-work project. Please be fair and communicate effectively. Last minute surprises are not appreciated. **Dispatch**

On Call-Shop

A few drivers are bypassing the system we have set up to deal with after hours phone calls. Dispatch deals with dispatching issues and John Reuber deals with Mechanical Calls and Road Side Assistance.

Drivers are saying John is not answering his phone calls after hours. This is far from the truth, John Reuber works 24-7 maintaining the shop. At the same time juggling raising a fam-

ily. He is overseeing the entire company. During a phone call to him, he may be on the phone already helping someone else, or at a place where he can't answer his phone immediately. **LEAVE A MESSAGE.**

Some drivers are getting his voicemail and not leaving a message but then calling after hours Dispatch to call John, only for that dispatcher to leave a message when the

driver could have have already done so.

John will get back to you as soon as he can, he is not a person to ignore the phone. A driver hanging up and not leaving a message causes more delays because John may speak to a dispatcher but the dispatcher is not on the side of the road to know exactly what has just happened.

When there is excessive delays which are causing scheduling issues, then dispatch should be notified.

New Driver Daily Logs Being Distributed

Drivers will notice that the Drivers Daily Logs have been changed.

We have modified the front slightly with no changes. However; turn over your logs and you will see the new area.

Each log will have the Shop

Equipment Repair Request Form on the back to use instead.

You will turn in your trips envelopes as normal, but you will turn in the bottom portion of the yellow logs for your entire trip to the shop.

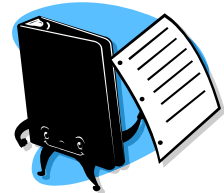
This new format ensures

that the shop knows who the truck and driver are who are making the request. Too many forms come in with vague information and without names to know who wrote it.

Any questions, please ask the Shop.

Michael

New Logs & Trip Envelopes



New Style Trip Envelopes Coming Your Way

We have revamped the trip envelopes into two styles only. The new envelopes are intentionally simplistic.

We will be providing you with a sheet of paper on the inside of your envelope to begin writing your expenses and fuel. Payroll will be affixing this paper to

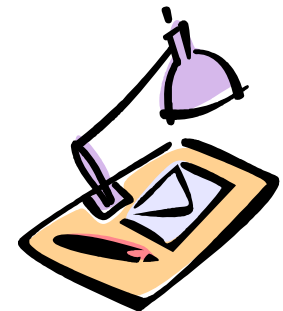
the receipts for filing.

With exception to the Local Distribution Drivers, DO NOT WRITE TIMES. Do not write TRUCK REPAIRS REQUIRED, WEIGHTS, or anything more than what the trip envelope is asking for. Do Not Write on the Back. Use the paper inside

instead for any notes of communications to the office, however do not write truck repairs on that sheet.

For monitoring, we require the trips envelopes to be uniform looking.

We have given more space for multi spots.



New Style Trip Envelopes and Logs Just Being Released Now.

Any Questions, Please Ask.

What's On Your Mind?

LRFT NEWSLETTER is not just Michael's words or pleasure to put together. It is our company newsletter to reach out and talk about key issues. Customers read this.

Michael's perspective is achieved through the limited time where he spends his time administrating and overseeing the "Weekend Warriors" on the road.

This Newsletter needs balance and other perspectives too in order to be successful. The newsletter is about all of our issues, education, fun stuff, and

more. No one needs a personal invitation to write up a blurb or story. Talk to Michael about a story you want to write to ensure it goes with the theme.

The Newsletter is about US, WE, & TOGETHERNESS.

LRFT

A Community Of Like Minded People!

Are You Running Late or Is Late Running You?

In an industry where price is the dominate factor for choosing a trucking company, customer service better be on key because trucking companies (we) can be easily replaced.

What does late mean to you? Are you the person who is causing others to be late? Are you the one waiting because someone else is late? Who are you in this analogy?

Ever had a service call to repair person who gave you a 4 hour window... **"Will be there between 8 am—12 noon"**. You wait and they don't show up until 2pm. By this time, you have wasted your entire morning trapped because you don't know for sure when they are coming and getting pretty cranky the longer you are waiting.

When this happens, imagine

what you will say about that repair person after the service call is done? It's pretty much a given fact you will tell others how long you waited and were annoyed by it.

Wouldn't it be interesting if you knew the Service Repair Person was intentionally late? How would you handle that information knowing they heard their alarm and tapped the snooze button. Didn't get out of bed... apologized to the first customer by lying, saying they were longer than expected at the service call before them when they were actually sleeping. More obstacles causing them to be even more late throughout the day and all because they made a choice to be late.

It's a fact that we work along side other services where our times must jive... BUT don't get into bed with them... Just cause they are perpetually late, doesn't give you

the right to press that snooze button as well. Someone must take the high road and refuse to assume because everyone else is late that you can be too. It's a one way ticket to failure.

Though the balance of fairness is sometimes not equal, when we are late and they are not... **KABOOM!** It's suddenly a huge deal and drivers are left wondering where the fairness lies, we wonder that too!

Where is the accountability? Have you left early enough to be ON TIME? Have you left so late that anything you may encounter compounds a tight deadline into a huge mess!

With today's technology tracking everything electronically, the evidence is overwhelmingly apparent who is late and why.

Michael

OFFICE CONTACTS

800-447-2660

Dispatchers:

Dave, USA Live Haul ext 125
Steve, Long & Local Haul ext 124
Jacquie, Canadian Live Haul ext 207

Mechanics Bay:

Jim, Parts Manager ext 128

After Hours:

Dispatch ext 139, Shop ext 9

Administrators

Sandy, Safety ext 133
Shelley, Accounting ext 123
Michael M, Admin ext 139
Mike S, IT Support ext 139
Michael S, Weekend ext 135

Sales:

Mark., ext 127

Executive:

Mark, Owner ext 127
John, Owner ext 137
Theresa, Controller ext 136

LRFT employs over 80 people who include drivers, mechanics, students and administration to serve our customer's needs.

The company newsletter is produced by Michael Sellick, administrator for LRFT.

Michael can be contacted at michael.sellick@lrft.net.

Contributors welcome. Submissions will be considered and decided based on theme and content.