

KENTUCKY TRUCKER

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**UNDERSTANDING THE
TRUCKING INDUSTRY'S
TOP CONCERNS**

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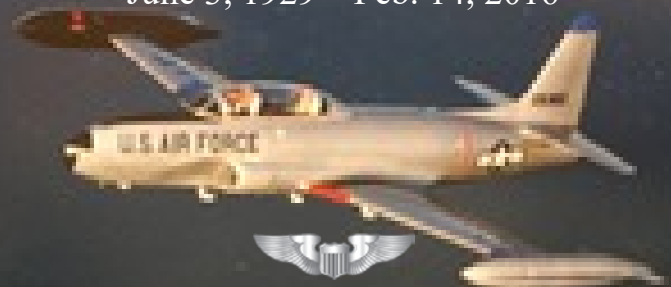
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Publisher

The newsLINK Group, LLC.

Ad Sales

The newsLINK Group, LLC.
855.747.4003

KTA STAFF

President/ CEO

Rick Taylor
rtaylor@kytrucking.net

Vice President

Christy Welch
cwelch@kytrucking.net

info@kytrucking.net

"To promote the trucking industry by educating government entities, the general public, customers and related industry groups through advocacy, career development, and the support of value-added programs that enhance industry safety and productivity."

Kentucky Trucking Association
P.O. Box 818
Frankfort, KY 40602
502.227.0848
FAX 502.227.0849
www.kytrucking.net



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Chairman's Corner



David Guess, Ph.D., SPHR, Chairman
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Do you have your PPE on? Are you wearing nitrile gloves as you turn the pages of this magazine? What, someone sneezed? I'm outta here!

Admittedly, the first thing to come to mind as I sat to draft the Chairman's Corner was, "What sorcery is this?" Did you ever think there would be a time in the history of trucking where we suddenly became the unsung heroes — again?

I find it perplexing that with each crisis, i.e., hurricane relief, floods or other natural disasters, the trucking industry steps up, and we're the heroes. I may be an opinion of one here, but I'll go out on a limb and say that our industry served, and continues to serve, as this nation's hero on a daily basis. I suppose it's much like what we were always taught growing up, "You don't miss something until you realize it's gone." Well, we're not gone — we're here to stay! And to that point, people should find solace in the fact that the trucking industry will always have their back, and our industry will always reveal next level leadership in everything we do.

By way of anything new, there has not been much movement on the legislative side of the organization. Our President, Rick Taylor, will address this more specifically within the following pages of the magazine.

The KTA board of directors did hold our first quarter board meeting recently in Frankfort back in March. The board meeting was held in conjunction with the

trucking industry's day at the capitol program. We do extend a huge thank-you to Don Hayden, President of M & M Cartage, for supplying this year's tractor and for making sure the KTA trailer was parked by the Capitol for legislature's, members of the media, and the public to view.

If there is one thing consistent about business, it's the inconsistent dynamics of business. Great leaders can navigate turbulent business climates just as well as they can sail a calm sea of activity. Often, they use those frenetic circumstances to capitalize and strip away the competition. Sure, some of the successes that come from chaos are pure luck, but once you dig into the stories, you find out there were intentional, key decisions that launched the team to exponential success (Daum, 2019).

Within the trucking industry, and I speak of the Kentucky carriers with which I'm familiar, I would attest the leadership within those carriers have found themselves making decisions far outside the realm of normalcy. Often in perilous situations, industries find themselves making knee-jerk decisions without the facts. In knowing the carriers of our association, it is a breath of fresh air to know decisions made in the past several weeks have been those with the safety of employees first, including the continuity of their businesses. That, in my book, is the pinnacle of leadership in the trucking industry. 🚛

K. Daum. (2020). What Successful Leaders Do In Challenging Times. Inc. Magazine.

Message from Rick Taylor



*Rick Taylor, President
Kentucky Trucking Association*

Thank you During These Times



We want to thank
our bus drivers
for delivering
meals to school
children that
depend on this
service to get
something to eat.



This issue included an article written by Daniel Burrus about being a “positive disruptor” and how we should focus less on ourselves and more on what we can do for others during difficult times.

During these unprecedented times, KTA would like to thank our truck drivers for delivering the goods to keep food on the shelves, to keep our medical professionals stocked with supplies, to keep our vehicles with fuel, and for keeping the supply chain open. We appreciate the truck stops and rest areas staying open to help our drivers get food, fuel, and rest. We want to thank our bus drivers for delivering meals to school children that depend on this service to get something to eat. We want to thank law enforcement and other first responders for keeping us safe and providing help when needed. Our medical professionals are doing an outstanding job of keeping us healthy and safe. Our government is providing leadership and making difficult decisions. All of these people are examples of positive disruptors. They have stepped up to make a positive difference in people’s lives during difficult times.

Please read the article below and take a few minutes to think about what you and your organization can do to help others during this time. It is an honor and privilege to represent the KTA family. 🚚

A handwritten signature in blue ink that reads "Rick Taylor Jr".

Rick Taylor, President/CEO

Kentucky Trucking Association

In Uncertain Times, You Have More Control Than You Realize

By Daniel Burrus

Traditionally, when an individual or organization fears change, it has something to do with digital technology disrupting their status quo. Will something autonomous replace my job? What if something is created that puts me completely out of business?

Aside from digital transformation, another wave of fear comes from new, fast-moving competition and the threat of loss of relevance and market share.

I have discussed at length these fears and many more, and how to become more anticipatory, paying

attention to the Hard Trends that are shaping the future both inside and outside of your industry, how to see disruption and change before they strike, and most importantly how to identify and act on the opportunities they represent.

Few would have thought, in the early stages of 2020, our economy would be in a downturn, we would be instantly converted to remote work or, unfortunately for some, laid off, and we would be quarantined to our homes due to a global pandemic.

continued on page 8 →



**CORONA
VIRUS**



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Real-World Dystopia

Whether you're in business or not, ever since the Great Recession about a decade ago, it seems the majority of individuals will not admit to their tendency to sleep with one eye open on the economy. This "hope for the best but expect the worst" attitude can be useful, but it can also be dangerous, both for your health and well-being, and for your entrepreneurial ability to see and act on the many new opportunities disruptive change presents.

Unfortunately, the COVID-19 pandemic has, to a great extent, suppressed our positive, innovative mentality as a species, and has sent many of us into a primordial tailspin of trying to get back to the way things were — the status quo. Due to fear, we are finding ourselves in a real-world dystopian society, where individuals buy in bulk unnecessarily, prepping for the end of the world.

The pandemic will end and we will recover to another new version of normal. What if we made the new post-pandemic normal much better than what we had before? Is that possible?

It sure is, if we get past fear and reacting to the next disruptive problem and become anticipatory, using the

power of disruptive change to create a better tomorrow for all.

Keep in mind that while times are highly uncertain in an all-encompassing way, this global disruption on a massive scale is also creating new ways to have a positive, significant impact on the present and the future.

Going Remote, No Matter Who

A global pandemic, shutdown, and quarantine are very similar to digital disruption: They know no boundaries and will disrupt every industry there is. However, what this pandemic disruption is showing us is that many organizations are quickly shifting to reposition their workforce to new roles or remote roles by digitally banding together and working efficiently from a distance.

It is easy to consider going remote when you have a desk job or a career that is already rooted in flex-time industries. However, what about those that don't have it as easy?

Virtual reality and augmented reality (VR and AR) are two technologies that have started gaining traction in recent years, given the exponential changes of the Three Digital Accelerators of bandwidth, computing power, and processing power, which I have discussed



“It is easy to consider going remote when you have a desk job or a career that is already rooted in flex-time industries. However, what about those that don’t have it as easy?”

since the early 1980s. Now more than ever, we can see industries — which ordinarily are unable to go remote because they were based on the need for a customer to be physically present — figure out ways to provide a remote customer experience.

An incredibly outside-the-box example can be found by way of museums, zoos, and even theme parks going remote. Monterey Bay Aquarium and Walt Disney World have gone remote using live-streaming video and a form of virtual reality applications like Google Street View, so guests having to cancel their vacation can still “walk through” Disney World with their families for something to do.

If Walt Disney World, an in-person entertainment giant with visceral experiences, can find a way to go remote, imagine the remote possibilities in several other industries around the world.

Innovation Is Needed More Than Ever

While our worlds may seem to be in a period of indefinite stasis, the world and peoples’ needs don’t stop. A Hard Trend most people take for granted is that there are more than 500 cycles that continue, such as the sun setting tonight and rising tomorrow, the stock market going down and going up, and the pandemic beginning and ending.

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← continued from page 9

If you have followed my writings, you know that I want us all to become positive disruptors, creating the disruptions that need to happen in order to make the world a better place for all.

Being a disruptor during times like these might sound contrary to what people want. However, when you're a positive disruptor, you choose significance over success, focusing much less on you and what you have done, and more on what you can do for others in a significant way.

When you look for ways to elevate your significance in times like these, you can find new ways to change your community, your state, your nation, and, if you think big enough, even the world for the better. I can't think of a more needed time than right now. Ask yourself: What can you and your organization do now that would have a significant impact on others?

Stop looking at this economic and social slowdown as a time to wallow in the disruption of your status quo. It is also a free pass to innovate as much as you can! An identifiable Hard Trend based on the science of

cycles is that the pandemic will end and the market and economy will bounce back. So in the meantime, focus on the positive difference you can make and what you can disrupt in a positive way — what you can do now to make a difference by helping others. The needs are massive and so are the opportunities to make a significant difference!

Looking for Opportunity in Helping Others

Consider this: Perhaps your organization has shifted to remote work with ease, whereas a customer of yours in a similar industry is struggling and falling behind. Is there a way to help them now? What if, in this unusual time of need, you didn't charge them for the help? Would they remember that generosity in the future?

This pandemic has inadvertently leveled the playing field; therefore, no one is safe from disruption, and this global disruption is happening a lot faster than digital disruption. We're all in the same boat, so one major way to innovate is to find ways to help your customers through this in ways you haven't thought of before. You're thinking too small if you are thinking of



You may be in business as a unified organization, but an employee now working remotely with kids at home and having to now think in terms of profits and losses in their personal life has unmet needs as well that you need to think about and act on.



offering them a discount on your product or service. It's better to look at their desperate needs now and ways that help them stay afloat, which in turn might help you stay afloat.

This concept isn't solely constrained to business and customer relationships. This touches on the topic of thinking about your employees who rely on you. You may be in business as a unified organization, but an employee now working remotely with kids at home and having to now think in terms of profits and losses in their personal life has unmet needs as well that you need to think about and act on. As you work to keep the doors open, what are you doing to take care of your own?

Let's return to the entertainment industry with an example of the National Basketball Association shutting down during this crisis. While it is no secret that owners, players, and team affiliates will be financially okay during this situation, the workers at the snack bars, restaurants, and merchandise stores will feel a major financial impact, if they can survive at all. However, many teams have stepped up and donated portions of their salaries to cover the losses the service employees will feel while out of work, which in turn incentivizes them to continue to work for the stadiums and gives them a sense of belonging to the organization.

That has already created a positive change throughout the rest of the NBA, as other teams follow suit and help their fellow man and woman when in need. This positive disruption is spreading to other sports faster than any virus!

Anticipation Will Get You Through This

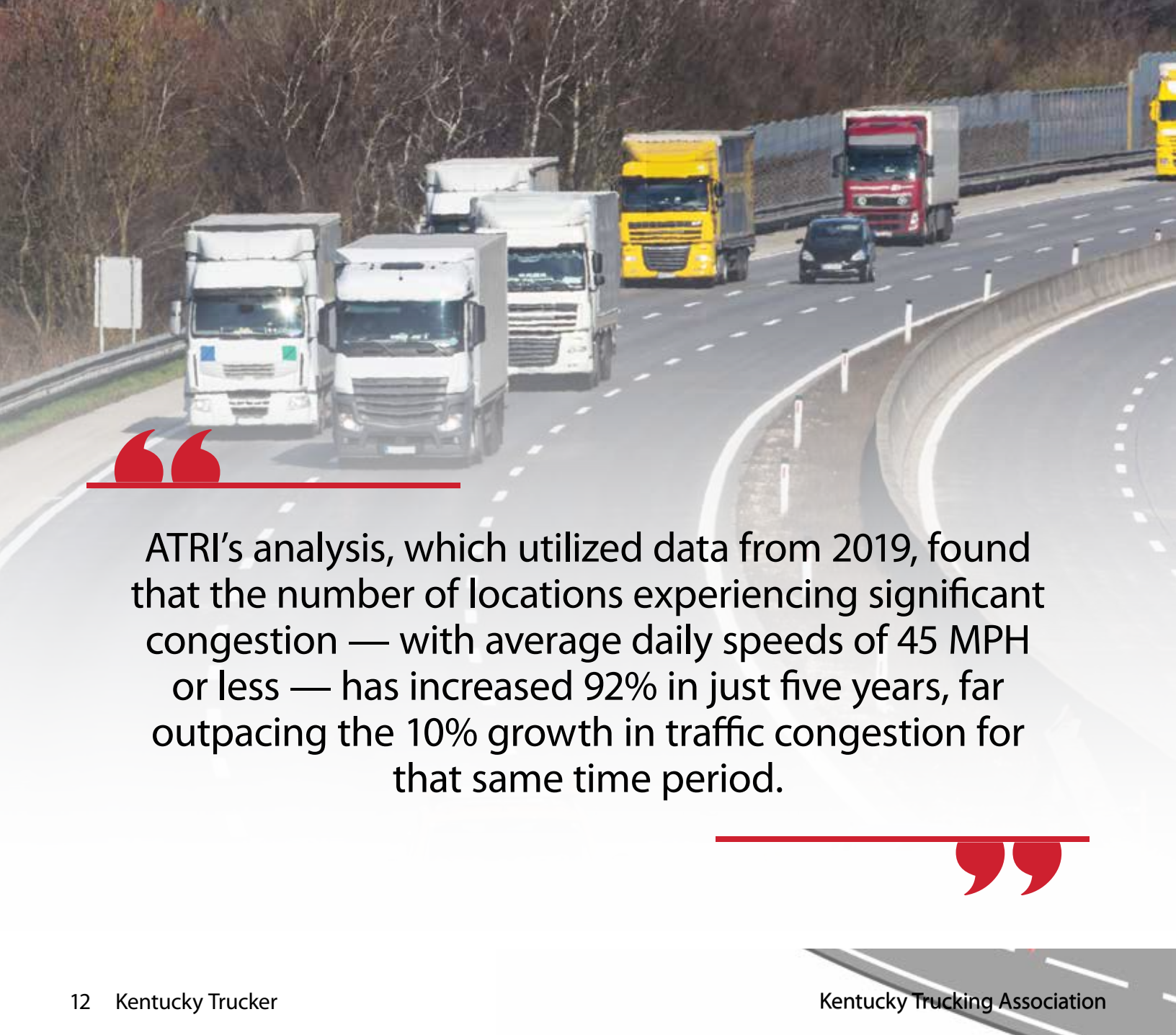
Hard times will pass, but the Hard Trend in times of complete uncertainty is that a new day will dawn with new opportunities to make a significant difference unfolding with it. There will be a tomorrow, so what are you doing to anticipate, innovate, and seize the opportunity it brings with it? Are you using this pandemic to be a positive disruptor, or will COVID-19 close your business' doors for good? It doesn't have to.

As my good friend W. Mitchell, who has been through several major accidents, says; "It's not what happens to you. It's what you do about it." The way I see it, COVID-19 isn't our biggest problem, it's what we are doing, or not doing about it. Those of you who have read my latest book, *The Anticipatory Organization*, know one of my principles is this: Take your biggest problem and skip it. The real problem for your business isn't the virus, it's how you are reacting to it. Don't panic. Focus on defining the real problem both you and your customers are having and use the certainties found in Hard Trends to reveal a solution.

There will be a future after the pandemic. If you are anticipatory, pre-solving predictable problems before you have them and becoming a positive disruptor creating the transformations that need to happen, you will find the future is bright. 🚚

Daniel Burrus is considered one of the world's leading futurist speakers on global trends and disruptive innovation. The New York Times has referred to him as one of the top three business gurus in highest demand as a speaker. This article originally appeared in the April 2020 edition of The Statement, the official member magazine of the Maryland Association of CPAs, and is reprinted with permission.

ATRI Releases Annual List of Top 100 Truck Bottlenecks



“
ATRI’s analysis, which utilized data from 2019, found that the number of locations experiencing significant congestion — with average daily speeds of 45 MPH or less — has increased 92% in just five years, far outpacing the 10% growth in traffic congestion for that same time period.

”

The American Transportation Research Institute has released its annual list highlighting the most congested bottlenecks for trucks in America.

The 2020 Top Truck Bottleneck List assesses the level of truck-involved congestion at 300 locations on the national highway system. The analysis, based on truck GPS data from over 1 million heavy-duty trucks uses several customized software applications and analysis methods, along with terabytes of data from trucking operations to produce a congestion impact ranking for each location. ATRI's truck GPS data is also used to support the U.S. DOT's Freight Mobility Initiative. The bottleneck locations detailed in this latest ATRI list represent the top 100 congested locations, although ATRI continuously monitors more than 300 freight-critical locations.

The intersection of I-95 and SR 4 in Fort Lee, New Jersey is once again the No. 1 freight bottleneck in the country. The rest of the Top 10 includes:


2. Atlanta: I-285 at I-85 (North)
3. Nashville: I-24/I-40 at I-440 (East)
4. Houston: I-45 at I-69/US 59
5. Atlanta, GA: I-75 at I-285 (North)
6. Chicago, IL: I-290 at I-90/I-94
7. Atlanta, GA: I-20 at I-285 (West)
8. Cincinnati, OH: I-71 at I-75
9. Los Angeles, CA: SR 60 at SR 57
10. Los Angeles, CA: I-710 at I-105

"ATRI's bottleneck analysis is an important tool for TDOT as we work to maximize the safety and efficiency of our transportation system, and ensure we are making the smartest investments possible," said Tennessee Department of Transportation Assistant Bureau Chief Freight and Logistics Dan Pallme. "The additional capacity we are providing as part of the ongoing I-440 Reconstruction Project should improve the safety and reliability of this important corridor, which we know is critical to freight movement."

ATRI's analysis, which utilized data from 2019, found that the number of locations experiencing

significant congestion — with average daily speeds of 45 MPH or less — has increased 92% in just five years, far outpacing the 10% growth in traffic congestion for that same time period.

"ATA has been beating the drum about the continued degradation of our infrastructure, and thanks to ATRI's research we can see exactly how decades of ignoring the problem are impacting not just our industry but our economy and commuters everywhere," said American Trucking Associations President and CEO Chris Spear. "This report should sound the alarm for policymakers that the cost of doing nothing is too high, and provide a roadmap of where to target investments to really solve our nation's mounting infrastructure crisis."

For access to the full report, including detailed information on each of the 100 top congested locations, please [click here](https://truckingresearch.org/2020/02/18/2020-top-truck-bottlenecks/). 



<https://truckingresearch.org/2020/02/18/2020-top-truck-bottlenecks/>

ATRI is the trucking industry's 501(c)(3) not-for-profit research organization. It is engaged in critical research relating to freight transportation's essential role in maintaining a safe, secure and efficient transportation system.

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Vice President, Transportation and Logistics Practice

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Understanding the Trucking Industry's Top Concerns

By Rebecca M. Brewster, President and COO, American Transportation Research Institute



For the past 15 years, the American Transportation Research Institute (ATRI) has been quantifying the trucking industry's top concerns through an annual survey of industry stakeholders. The 2019 survey generated responses from over 2,000 respondents — motor carriers, professional drivers, industry suppliers and others — all selecting their respective top three concerns and ranking recommended strategies for addressing each.

For the third year in a row, the Driver Shortage held firmly atop the list of industry concerns among all respondents. As the industry struggles to recruit and retain qualified drivers, the latest estimates on the shortage from the American Trucking Associations are that over 60,000 drivers are needed, with a potential shortfall of over 100,000 drivers over the next five

years. The driver shortage is particularly acute in the over-the-road (OTR) truckload sector where drivers are often away from home for weeks at a time.

The Hours-of-Service (HOS) rules ranked a close second to the driver shortage. This is the ninth consecutive year that the HOS rules have ranked as a top-three concern in ATRI's survey. In August 2018, FMCSA issued an ANPRM on the HOS rules, specifically asking for comments on several HOS provisions, including the 30-minute rest break and the split-sleeper berth provision. In August of last year, FMCSA issued an NPRM proposing changes to the HOS rules based on public comment and available research, and the industry now awaits issuance of the final rule from FMCSA.

For the first time in the history of this survey, driver compensation has emerged as a top 10 issue, ranking

third in 2019. This is likely attributable to the fact that fleets across the country are responding to the driver shortage by significantly increasing driver pay. It also appears that different driver compensation models are expanding, namely salary-plus, per-load and percentage-of-load. While drivers are benefiting from increased pay, there is concern that driver compensation has not kept pace with inflation and that drivers are not compensated adequately for non-driving duties such as detention wait times.

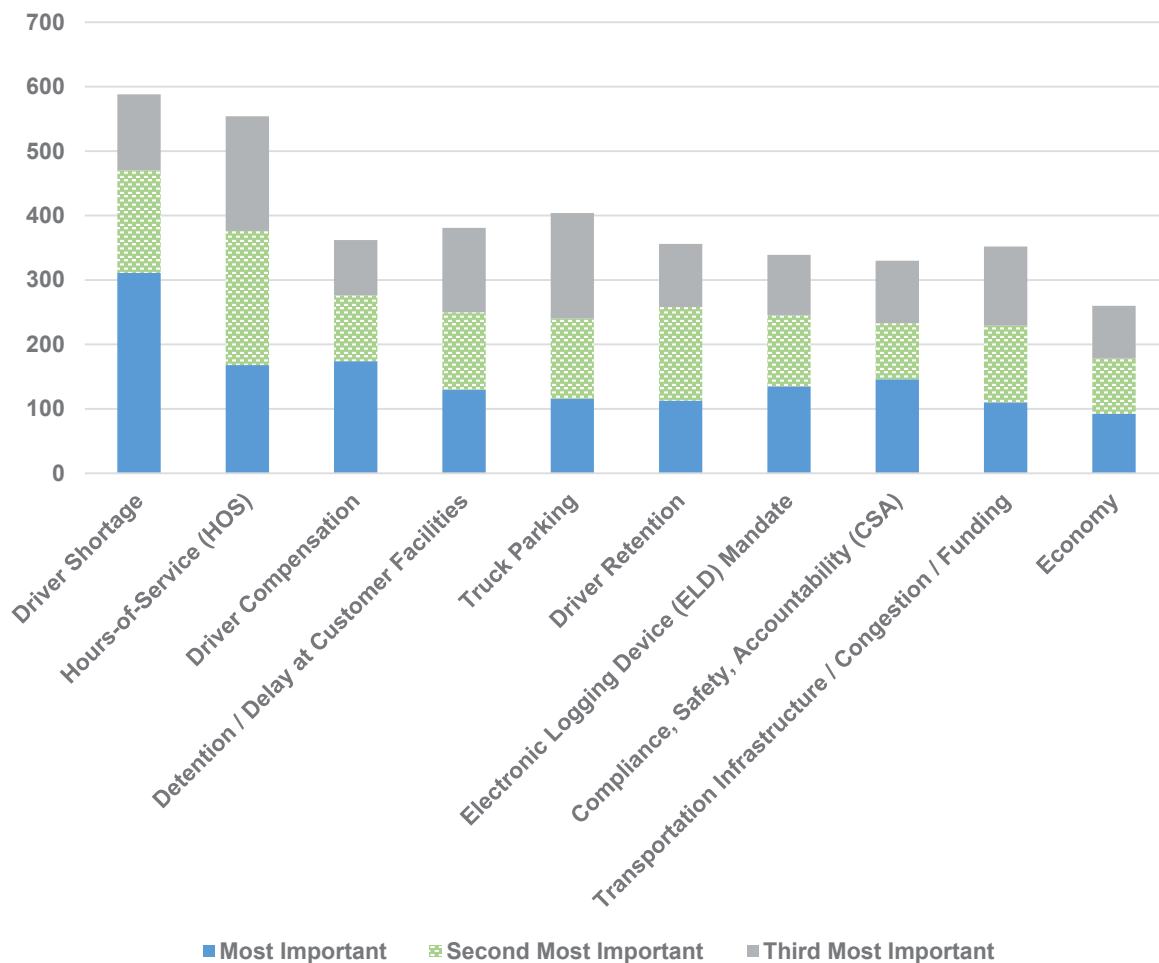
Another first-time issue on ATRI's annual survey, Detention/Delay at Customer Facilities ranks fourth overall. The impacts of excessive customer detention are numerous and have a direct nexus to many of the other issues among the top 10 including HOS, driver compensation, Truck Parking and the ELD Mandate. In ATRI's recent study quantifying detention impacts, drivers reported a 27.4% increase in delays of six or more hours between 2014 and 2018. Delays of six or more hours have cascading impacts on a driver's ability

to comply with the HOS rules, negatively affects their earnings, and can force drivers to park in unauthorized or undesignated parking if they run out of available on-duty hours before reaching a safe parking location.

Truck parking held on to its fifth-place ranking in 2019. The lack of available truck parking creates a dangerous and costly dilemma for truck drivers who are often forced to drive beyond allowable HOS rules or park in undesignated and, in many cases, unsafe locations. The Federal Highway Administration (FHWA) is currently updating the 2015 Jason's Law Truck Parking Survey Results and Comparative Analysis, and more than 25 states have completed or are currently undertaking truck parking studies. The challenges are well documented and concern with Truck Parking kept the issue at the No. 5 position once again in 2019.

The remaining issues in the 2019 survey are: #6 driver retention; #7 ELD mandate; #8 CSA; #9 Transportation Infrastructure/Congestion/Funding; #10 Economy.

2019 ATRI Top Industry Issues



continued on page 16 →



The power of ATRI's annual survey is that it supplies industry groups at the state and national levels with clear direction on the issues and strategies that the industry believes will have the most impact on trucking for years to come, thus allowing the industry to address the issues broadly and proactively.



ATRI's Top Industry Issues report details the results of the responses from industry stakeholders, including employee drivers and owner-operators, motor carrier executives and other trucking industry stakeholders. However, each of the stakeholder groups surveyed have different levels of involvement in and perspectives on how these topics impact them. As a result of these varied experiences, the selection and ranking of issues will differ across these groups. To account for the differing perspectives in the ATRI survey sample, ATRI completes a separate analysis to juxtapose how commercial drivers and motor carriers rank the issues. For motor carriers, the driver shortage, driver retention, and HOS were their top three concerns. For professional drivers, driver compensation, HOS, and truck parking represent their top three.

As part of its analysis of critical industry issues, ATRI also tracks the emerging topics that generate significant industry interest but fall just outside of the top 10 concerns. This analysis can provide insight on the issues that may emerge in the future as a top industry issue. Driver distraction was the top emerging issue in this year's survey.

According to data from the National Highway Traffic Safety Administration (NHTSA), over 3,100 people were killed in motor vehicle crashes involving distracted driving in 2017. The impacts of driver distraction are witnessed daily by commercial drivers. So, while it ranks as an emerging issue overall, truck drivers rank driver distraction as the eighth-most critical issue in trucking.

The power of ATRI's annual survey is that it supplies industry groups at the state and national levels with clear direction on the issues and strategies that the industry believes will have the most impact on trucking for years to come, thus allowing the industry to address the issues broadly and proactively.

ATRI is the trucking industry's 501(c)(3) not-for-profit research organization. It is engaged in critical research relating to freight transportation's essential role in maintaining a safe, secure and efficient transportation system. A copy of the full 2019 Top Industry Issues Report is available from ATRI's website at www.TruckingResearch.org. All of ATRI's research is provided free of charge. 🚛



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WHY TRUCKING COMPANIES NEED SAFETY PROGRAMS



Business owners generally have important questions to answer:

- What makes my company profitable?
- What are my biggest expenses?
- How can I increase my profits and reduce my expenses?

Is it a waste of money to have a safety program? The answer to that question is a strong “no.” Why? Injuries are expensive even when they aren’t fatal, and if you can prevent them, you have automatically reduced your expenses. That is why the best way to think about the cost of a safety program is to view it as a source of reliable hidden profits.

The U.S. depends on trucks for its transportation needs, but people outside the industry often don’t realize the risks faced by drivers. In fact, if trucking companies don’t

focus on safety programs, injuries from accidents can easily become their biggest expense. The question shouldn’t be whether your trucking company can afford a safety program. It might take time to set up, and it won’t be perfect, but money spent on a safety program is probably going to be much less than money spent after an accident occurs. More, a good safety program should prevent people from being killed or injured. You can’t put a price on that.

Some of the expense caused by trucking accidents is direct and easy to see. It consists of the cost for an ambulance, the cost of medical care that often takes place in emergency rooms, and pharmacy expenses.

Indirect expenses, although less visible, are bigger than the direct costs and go on for much longer than you

might expect. They include, but are not limited to, the following issues:

- The time that could have been spent on business is spent dealing with accidents instead.
- A driver who is killed or injured has to be replaced.
- Time has to be spent on issues related to the accident. Some of this time is administrative, but you also have to include time spent training new hires or working overtime because you don’t have as many employees available anymore to do the work.
- OSHA fines are possible.
- More accidents mean higher insurance rates and higher workers’ compensation rates.
- There are incident investigation costs.

- The company may have to pay attorneys.
- Revenue is lost, and replacing it costs more than the amount lost.

According to the National Safety Council's Injury Facts website, estimated work injury costs in 2017 totaled \$161.5 billion.

- The amount per worker was \$1,100. This amount is the offset cost — that is, the value of goods or services that has to be produced to offset the cost of work injuries. It isn't the average cost of the work-related injury itself.
- The amount per death was \$1,150,000.
- The amount per injury involving medical professionals was \$39,000.

What's the breakdown for the \$161.5 billion?

- Administrative expenses (\$52.0 billion).
- Wage and productivity losses (\$50.7 billion).
- Medical expenses (\$34.3 billion).
- Employers' uninsured costs, such as the value of time lost by other employees and the cost of investigations and reports (\$12.4 billion).
- Losses caused by fire (\$7.3 billion).
- Automobile damage (\$4.9 billion).

On the same website page, the page includes a graphic showing time lost due to work-related injuries. The total number of days lost in 2017 was 104 million. Seventy million of those days were for injuries that took place in 2017. The remaining 34 million days were caused by injuries that took place before 2017. The estimated number of days that would be lost after 2017 was 55 million. The estimates don't include people who were injured but not disabled, and it also doesn't include additional people who were directly or indirectly involved in the accidents.

According to records from the Bureau of Labor Statistics for 2012, Kentucky had higher injury, illness, and fatality rates than the rest of the U.S. The injury or illness rate per 100,000 workers in Kentucky was 4.1. The national rate was 3.4. For fatalities, the national fatality rate per 100,000 workers was 3.5. In contrast, the Kentucky Fatality Assessment and Control Evaluation reported a rate of 4.6. The same organization


broke down the fatalities by type of incident, and the category with the largest number of fatalities (28) was motor vehicle crashes; the next two highest categories, with nine fatalities each, were caused by suicide and falls. The three most dangerous occupations in Kentucky, measured by work-related fatalities, were transportation and material moving (25), management, including farming (18), and construction and extraction (14).

That's why the Kentucky Trucking Association has decided safety programs are so important in Kentucky.

The cost of an accident, and its impact on a company, has a direct effect on the company's profit margin. Profit margins generally are between 1-5%. The higher the margin, the lower the replacement revenue. For example, suppose the yearly injury costs \$1,000. If the profit margin is 1%, it would take \$100,000 to cover that \$1,000 loss. If the profit margin is 5%, that number drops to a still-expensive \$20,000. Keep in mind this is money that has to be earned in addition to the regular revenue a company makes.

How can a company pay for an injury? The company can find ways to lower workers' compensation insurance or to increase profits, especially by decreasing

continued on page 20 →




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← continued from page 19

expenses. If the company still cannot afford to pay for an injury, then it is likely that the money will have to come out of the owner's pockets instead. It may take many years for the owner to be able to finish paying for these inevitable and unavoidable costs.

The best way, however, is to develop a safety program that will prevent injuries from occurring in the first place. Preventing injuries is especially important because the data shows that companies with frequent injuries often have more severe injuries, too.

How do you lower the cost of workers' compensation insurance? The National Council on Compensation Insurance has 600 classifications. Insurance companies come up with experience rates for each classification that are organized by state, and they base the experience rates on the last five years of experience. The premium a company pays has three parts:

- The base rate. This rate is the insurance company rate based on the NCCI loss cost and the insurance carrier's cost.
- The manual rate. This rate is the business classification multiplied by the number of people on the company payroll, which is then divided by \$100. It pays to make sure your business is classified correctly.
- The experience rate is the one that can be affected by a company safety program. To calculate it, you have to determine the company's losses over three years, excluding the previous year. For example, the 2020 rate would be based on losses from 2016-2018. Losses are compared to average injury risk within a company's classification and the actual number of incidents. If a company reduces the number of incidents, then the experience rate goes down. Fewer injuries result in more profit because expenses (as affected by the experience rate) have gone down.

The experience rate for a new company is always 1. After the first year, it can go up or down, but the goal is for it to go down. Suppose a company has an experience rate of 0.85. The rate would modify the premium, so if the manual premium were \$100,000, the modified rate would be \$85,000. Now consider a company that is identical to the first company but has an experience rate of 1.15 because it hasn't invested in safety within the company. Its manual premium would be \$100,000, but when multiplied by 1.15, the modified rate would be \$115,000.

For any company, safety is a shared responsibility for the employer and also for the employee. Creating a safety program, with clear goals for preventing accidents, is a way to help employees stay safe. A side benefit, of course, is that a good safety program will also make it clear to employees that they are valued. The side benefit for employers is that safety programs are a smart business decision as well as being the ethical choice.

You should also know that turnover goes down 48% for companies that implement an injury prevention program. Why? Workers are more relaxed when they are in a positive work environment, and they are also less likely to make mistakes. Not only do they make fewer mistakes, but those mistakes are also less costly. Employees are more productive and efficient; in fact, productivity can increase as much as 25%. Companies with safety programs have reported that for every dollar they've spent on the program, they've gotten a return of \$3-\$5.

Your safety program should include the following:

- An emergency response plan.
- A plan for dealing with bloodborne pathogens such as hepatitis B, hepatitis C and HIV.
- Safety training.
- Safety training and safety equipment.
- Training documentation.
- Fall protection.
- Trench safety.

For more information to get you started on creating a safety program for your company, call our offices at the KTA. We have resources available to help you. 🚚



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MEMBER FOCUS, **ROGER WADDLE**, HIDDEN CREEK TRANSPORTATION



Roger had been working in the industry for more than 30 years by the time he left Super Service, and he could have happily retired, but he wanted to provide jobs for the people he'd worked with. Some of those relationships went back to his school days.





When Roger Waddle got into the trucking industry, his timing was good. Trucking had been a regulated industry since 1935, when trucking was first put under the control of the ICC. For decades, the trucking industry had been forced to deal with laws that made it harder to compete with the declining railroad industry and also made it hard for any new trucking companies to get into the business or even make major changes to their business. Carriers were exempt from antitrust laws, despite a veto from President Truman, from 1948 on. The result was an inefficient industry with shipping charges that were 75% higher than in countries that didn't regulate the industry.

Much of that ended in 1980 with the Motor Carrier Act, which partially decontrolled trucking. Attitudes at the ICC were also more liberal than had been the case in the past. The result was greater efficiency, more competition and lower rates.

Roger was originally hired as a part-time mechanic for Super Service Transportation in 1980 by the company's president, Harris (Happy) Rakestraw. The company grew during the 1980s and 1990s and was one of the top 100 trucking companies in the U.S. In 1999, when

Happy was ready to retire, he asked Roger to take over his job. The company was running 800 trucks at the time.

At about the same time, Harvey Gainey at Gainey Transportation was buying trucking companies. Harvey bought Super Service. He also bought Lester Coggins Trucking. All three companies operated independently, which now had 2500 trucks on the road, and Roger stayed on as president.

Gainey Transportation filed for bankruptcy in 2008, and Wayzata Investments bought Super Service Transportation in 2009. Wayzata Investments consisted of some Harvard graduates with a \$6 billion portfolio. Their interest was in generating money more than running the business, which was not good. Roger became the COO but left the company in 2013. His departure may have sped up the decline of Super Service, but he didn't enjoy working for such a large company. He stayed out of the industry until his two-year noncompete clause had expired.

Roger had been working in the industry for more than 30 years by the time he left Super Service, and he could have happily retired, but he wanted to provide jobs for the people he'd worked with. Some of those relationships went back to his school days. For example, he was friends with two sisters who went to high school with him, Ruth Skaggs and Bobbie Hawk, and the three of them had worked together to build Super Service. He knew their jobs were falling apart along with the company he had left. In October 2015, he bought five trucks and started Hidden Creek Transportation. He named the company after the place where he currently lives.

J&R Shugel bought what little was left of Super Service toward the end of 2019.

Hidden Creek Transportation is intentionally much smaller than Super Service, but it is still growing quickly, and Roger enjoys coming to work every day. 🚚





Roger Waddle

Q&A

How did you become part of the trucking industry? Did you always aspire to be part of this industry?

When I graduated from high school, everyone was trying to get into the trucking business because of deregulation, so I thought that was the right thing to do. Happy Rakestraw hired me to work in an old barn on some old trucks. I was supposed to be part-time, but I worked 90 hours the first week. I told Happy not to make me a fulltime employee.

After that, I worked my way up in the company. Happy decided to retire and he wanted me to take over. He told me that if I didn't take the job, the company would bring in someone else. I didn't want him to bring in someone else, so I finally accepted the job.

Describe your educational background.

My formal education stopped at high school. I worked in construction doing odds and ends and I worked on trucks. After that, my friends and I worked hard to build Super Service. It became a big, well-known company.

I never thought Super Service would be gone, but it is. However, I am still working together with my friends in the trucking industry. We've been blessed.

Are there any specific individuals who had a major impact on your career?

My mentors were Happy Rakestraw and Harvey Gainey. I learned hard work never killed anyone from Happy and I learned generosity goes a long way from Harvey. Both men are retired now, but I am still trucking.

What is the most rewarding part of your career?

The whole reason I started Hidden Creek Transportation was so I could create jobs for the people I worked with at Super Service. I am excited to go to work every day because of them.

- Bobbie Hawk is vice president of operations and Ruth Skaggs works part-time administration/finance. They are sisters. We went to high school together, but we never knew we would all work together to build two different trucking companies.
- Bruce Ellington is the first driver Super Service hired. I asked him if he wanted to come aboard Hidden Creek, and now he works in operations as a dispatcher.
- I've known VJ Begley since grade school. She is a dispatcher now, too.
- Our safety director is Jeff Knabus. I've known him since the early days of Super Service in the 1980s.
- Bobbie's daughter, Robin Burnett, works in operations for her mom.
- David Skaggs works part-time in billing. He was also a high school friend.
- We currently have 38 drivers. We treat them like family.



When I graduated from high school, everyone was trying to get into the trucking business because of deregulation, so I thought that was the right thing to do. Happy Rakestraw hired me to work in an old barn on some old trucks. I was supposed to be part-time, but I worked 90 hours the first week. I told Happy not to make me a fulltime employee.



What do you think will be some of the dominant trends within the trucking industry in the next 5-10 years?

Long-haul trucking is a baby boomer business. It was a big thing in the 1980s, but it isn't attractive now. In January 2020, long-haul trucking passed logging and fishing to become the most dangerous occupation in the U.S. It's a hard, tough business. That's why it won't continue the way it is today.

Several large companies have gone bankrupt, and companies are buying other companies out. There are not enough drivers, and the driver shortage is not correcting itself. Nobody, especially millennials, wants to be away from home for long periods.

Companies like Amazon seem to want to be in the trucking industry, and they have the money to do that. But people don't want to do long-haul trucking. Long-haul trucking has been going away over the last 20 years, and short-haul trucking has been increasing. Bigger trucks are coming off

the road, and parcel trucking will continue to take its place. Somewhere in my lifetime, long-haul trucking will be replaced by driverless trucks. But there will always be the need for employees (as passengers) in these trucks.

What is the biggest impact of being a KTA member? What makes it beneficial?

There is always power in numbers, and the KTA has lots of shared knowledge. It's a help that way. Starting a trucking company is a difficult thing to do. The people at the KTA answered many questions.

If you look back at your professional life, what would be three things that you have learned that you would pass onto a younger member looking at the trucking industry as a career?

1. You have to be committed to your work. Trucking is not a 9-5 job; instead, it's more like 24/7.
2. You have to treat your drivers like part of the family. Know them, treat them well, and know their families. We don't have a lot of turnover because we are good to our drivers.
3. Trucking is a life choice. You have to love what you do to be in this business. It's not a clock-in clock-out business. It's a large industry, but it's a small community. I know most of the people in it because of the work I've done for the last 40 years.

I have always been in the short-haul business, and that is the business we have today. If you limit distances to 500 miles, you have a smaller footprint and you can get drivers home on weekends. Our area is from the Midwest into the southeast.

Larger carriers expect drivers to be away from home for 14-17 days because they are out for the buck. It's crazy, which is why those days are over. Their turnover is 120% because drivers want to be home every night. That's not possible, but the weekends are.

What are some professional moments that make you the proudest?

My proudest moment was becoming the owner of Hidden Creek. I worked hard to get here. Now I am the president of Hidden Creek, and I get to make the decisions. I no longer answer to a board of directors. 🚚

ASSOCIATE MEMBER FOCUS, **PHIL BROWN,** PHIL BROWN INSURANCE AGENCY



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Phil Brown started his insurance agency in 1988. The new business focused on association plans because Phil had previously worked at Blue Cross & Blue Shield of Kentucky as manager of association markets.

Phil's son Scott started working for the agency in 1999. Scott thought the job would be temporary at first, but he liked the work and decided to stay. At the time, many of the local agencies were family-owned, but they didn't necessarily have a succession plan in place that would allow company leadership to hand off control to the next generation. That opened the door for banks, private equity firms, and other national agencies to buy up most of the smaller agencies.

There were some offers to buy Phil Brown Insurance, too, but as Phil and Scott began to talk seriously about a transition plan for the company, they decided they wanted to keep control of the company so it could

continue to be client-centric and provide them with meaningful work. That is the reason why Phil Brown Insurance is one of the few insurance agencies left in Kentucky under family control.

Scott replaced Phil as president on Jan. 1, 2019, and the company is continuing to operate independently. However, Phil is still active in the business and continues to work full time.

The company has always done well because of loyalty: Phil and Scott have always taken good care of the staff, the staff has taken good care of its clients, and in response, the trade associations gave the business their support, too. As a result, Phil Brown Insurance has a high retention rate with its employees and its clients.

The company has also done well by using technology when it makes sense to streamline processes such as enrollment. By moving away from paper and using one



Phil Brown Insurance offers exclusive trade association programs including a program for the Kentucky Trucking Association. These programs allow small employers to band together to access large company rates and benefits.



system instead of multiple systems, Phil Brown Insurance can get large companies enrolled conveniently and efficiently. Also, the company offers a dashboard to its clients so they can monitor compliance in one space and prevent potential problems.

Phil Brown Insurance offers exclusive trade association programs including a program for the Kentucky Trucking Association. These programs allow small employers to band together to access large company rates and benefits.

The agency can cater to all company sizes and has provided self-insured programs for companies that are large enough to support that. It actively finds and supports viable programs and then brings those programs to its clients. Some clients embrace these programs, and some do not, but all clients can rely on the research that has been done as the insurance industry continues on its path toward major changes in the U.S. market.

Phil Brown Insurance offers an online HR library and training videos. The HR library is located on a single hub and can be used within the company and by clients. The training videos are available to help train supervisors and employees.

Phil Brown Insurance also has an attorney firm on retainer so it can go to this firm with questions about specific situations. This business relationship has been a critically important resource as the company has dealt with the rules and regulations of the Affordable Care Act because it has meant the company could give much-needed professional advice to its clients about compliance. Some clients have even come on board specifically because of the agency's compliance expertise.

The company's wellness solutions provide clients with a way to bring down health care costs through prevention. Each program depends on the client's goals and carrier. Since the client base is highly diverse, some want a program, and some do not, depending on each organization's culture.

Despite automation, Phil Brown Insurance has worked hard to keep its services personal. It has done this by not pushing people in directions they don't want to go. If a company wants to provide open enrollment for employees, Phil Brown Insurance can handle the entire process through video presentations and online enrollment. However, most companies want to supplement automated processes with something more personal. Phil Brown Insurance can accommodate whatever makes the most sense for each client. 🚚



MOVING FORWARD IN UNCERTAIN TIMES

As Scott Brown considers the future of U.S. health care and insurance, he thinks something is going to have to give because the current situation is not sustainable. He is already seeing clients who are moving in directions that are more radical and drastic than what he has seen in the past.

- Some are abandoning insurance companies.
- Some are using multiple plans to reimburse providers.
- Since Medicare data is public, one approach has been to negotiate with hospitals about a payment

plan for non-Medicare clients that is better than Medicare but lower than the current rate for uninsured patients. For example, if Medicare would pay \$1,000, the offered price might be \$1,500. The hospital then has the option of saying yes or no.

Phil Brown Insurance acts as the intermediary between the vendors and the hospitals in order to create and operate a workable program. The fact that hospitals can choose not to accept the suggested prices for services is a problem, but negotiating provides new ways to deal with a difficult problem. Keeping things easy for the client often involves paying more money; controlling costs requires doing something that might be harder.

Although Scott Brown does not think the U.S. will implement Medicare for all, the future is still a big unknown. The ACA has already caused major changes in health care. The outcome of court challenges could have a major impact going forward, and so will the influence of the other branches of government. The only thing that is certain is that costs are going to continue to rise as hospitals invest in new technologies and new drugs. How those technologies and drugs get paid for will be determined by the political landscape. The options currently are going through a carrier or being

self-insured, but if prices continue to rise then there has to come a point at which neither of those options will work anymore.

At this point, pharmacy costs are growing more than medical costs. Researchers have been able to accomplish amazing things, such as finding a drug cure for diseases such as Hepatitis C — a disease that has not had a cure until now. Someone can take a pill for four months and be cured at the end of that time. But the \$90,000 price tag is a significant barrier to access. Treatment for rare diseases can cost more than a million dollars. As Scott said, “How can we pay for something everyone wants that is expensive? People will want that care or coverage somehow.”

Phil Brown Insurance is doing its part to create solutions through a team approach. Every client has an account manager. One person may focus on administration and another person may focus on account services, but they are cross-trained so that if a client needs to talk to someone and the usual person is out, someone else can help. Small clients don’t need the same support as large ones, but Phil Brown Insurance can handle both sizes with the same personal approach. 🚚



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ROAD TEAM LEADER PROFILE, **WAYNE WALKER**

On the Job:

- Employed as a driver for Walmart Supply Chain for the past 16 years in Hopkinsville, KY.
- Professional driver 25 years.
- Accumulated 2.5 million safe career miles and 1.25 million safe miles with Walmart Supply Chain.
- Currently serving on the Walmart safety committee, accident review committee, Walmart Road Team and the new driver Onboarding Team.
- Award Winner and Community Involvement.
- Award for seven years safe driving from former employer Landair Transport.
- Award for two years safe driving from former employer Fedex Express and Active with Truckers Against Trafficking (TAT).
- Active with the Walmart Heart program. Walmart truck drivers lift the spirits of children or adults with chronic medical conditions and 2015 Wreaths Across America driver.
- Walmart Store Ambassador.

Military Man:

- Served five years active duty U.S. Airforce.
- Airforce Honor Guard Clark Air Base Philippines.
- Airforce Honor Guard Minot Airforce Minot, North Dakota.

Family Man:

- Married to wife Sherrie for 12 years.
- Hobbies include traveling to live music events with his wife.
- Lifting weights and cardio exercise.
- Watching his favorite car shows on television.
- Traveling to car shows.
- Cleaning and maintaining his cars.
- Spending time with family and friends.



Wayne Walker is a professional driver with over 16 years of safe driving experience with Walmart. Wayne joined the Walmart fleet in 2003 accumulating over 1.25 million safe driving miles, and has served as a Walmart Road Team Captain since 2016. In 2017 Wayne joined the Kentucky Road Team. In these roles Wayne has represented both Walmart and the Kentucky Trucking Association at industry events, advertising campaigns and social media promotions across the state. Wayne serves as an active member of the local Safety Committee and Accident Review Committee. He is currently a Driver Store Ambassador and mentor to new drivers. Additionally, Wayne volunteers his time in support of the Walmart Heart program honoring sick and terminally ill children and adults. 🚚

*Stephen Taylor, General Transportation Manager
Walmart Supply Chain*

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KENTUCKY TRUCKING ASSOCIATION, NEW APPOINTMENTS

Usher Transport, Inc. Names Dr. David Guess as Chief Financial Officer.

Louisville, KY — David Guess, Executive Vice President at Usher Transport, Inc. will be the next Chief Financial Officer for Usher Transport, Inc. announced Usher Transport's President, Ryan Usher.

David began his work in this role on March 24, 2020, replacing Edward Watson, who has faithfully served in this role for more than 42 years. Usher has a long-held tradition as a family-owned and operated business since 1946. Senior executive positions, such as CFO, are never easily replaced. Usher Transport's board of directors unanimously voted and approved David Guess as the most qualified candidate to begin serving in a transitional and succession planning role for the next three years.

Following Watson's announcement of retirement within three years, Usher's leadership team began the tedious task of naming a successor right away to shadow the individual who has tirelessly poured in more than 42 years of his life to the Usher family and the corporation.

Most recently, David Guess has served as a company officer on the executive board of directors for Usher Transport, Inc. for the past five years. Joining Usher Transport, Inc. in March 1999, Guess has held several leadership roles within the organization. Most recently, his role encompassed oversight of the company's

risk management, human resources, insurance and corporate strategy. Since 1999, Guess had a short break in service with Usher Transport serving in the general commodities freight sector for about four years before returning to Usher Transport, Inc. in August 2009.

Guess holds degrees from Murray State University, Indiana Wesleyan University, and the University of the Cumberlands, which includes two masters and two doctoral degrees. A "student for life," as Guess states, he is currently in the final stages of earning a third doctoral degree from the University of the Cumberlands in Strategic Management. Guess jokingly asserts that this one is his last one, as he cannot endure another dissertation coupled with years of research.

David and his family are originally from western Kentucky (Kuttawa) and have called Jeffersonville, Indiana, their home for the past 20 years. David's parents are Charles and Shirley Guess of Kuttawa. His wife, Sheila, is a 1992 graduate of the University of Kentucky and Arcadia University and serves as a doctor of physical therapy and clinical director for KORT Physical Therapy. Sheila's parents are Katrina and the late Robert Kennedy of Eddyville. They have two children, Kaitlyn (17), and Christian (15).



Aside from his "day job," David is an avid community volunteer serving as the VP of Operations for the Jeffersonville High School Marching Band, a dedicated professor of business for Ivy Tech Community College. Within the trucking industry, David has served as the Chairman of the Board for the Kentucky Trucking Association, Chairman for the Southern Region Tank Truck Carriers Association, a past board member for ATRI, as well as several leadership roles with the American Trucking Associations. "In the new role of CFO, attention to detail, strategy, and execution of plans is something I've been training for throughout my entire career," says Guess. "I'm both excited and humbled to be asked to serve in such high-trust capacity as CFO for a multimillion-dollar organization." 🚛

Mosley Named Vice President of Safety



Before joining the private sector, Mosley began his professional career with the Kentucky State Police, where he served as a Commercial Vehicle Enforcement Officer.



Louisville, KY — Beau Mosley, CDS, Director of Safety for Usher Transport, Inc. will serve as the next vice president of Safety for Usher Transport, Inc. as announced by Usher Transport's President, Ryan Usher.

Mosley began his work in this role in March 2020, replacing David Guess, who has served in this role for the past 10 years. Usher has a long-held tradition as a family-owned and operated business since 1946. Senior executive positions, such as the Vice President of Safety and Human Resources, are never easily replaced. Usher Transport's board of directors unanimously voted and approved Beau Mosley to succeed Guess as the company recently fulfilled a succession planning strategy with Guess.

Most recently, Beau Mosley has served as the company's Director of Safety and Human Resources since 2018. During his tenure, Mosley has been recognized as Kentucky's Safety Director of the Year, multi award-winning recognition for outstanding safety leadership, including two Platinum Awards in Safety Excellence, recognition from the National Tank Truck Carriers Association, and the American Trucking Association. Most recently, the ATA recognized Mosley in his accomplishments leading to Usher being presented the 2019 President's Award for Safety, which is ATA's most prestigious award.

In addition to holding a degree from Eastern Kentucky University, Mosley has been the recipient of multiple professional certifications and is well-trained in the arena of safety, loss control, process improvement and driver training. Most recently, Mosley earned his instructor credentials through the North American Transportation Management Institute (NATMI).

Before joining the private sector, Mosley began his professional career with the Kentucky State Police, where he served as a Commercial Vehicle Enforcement Officer. During his tenure, Mosley was awarded the Kentucky State Police "Regional Officer of the Year" award on two different occasions. In 2013, Mosley was presented with the agency's most prestigious award, the "Jason Cammack Officer of the Year" award. This award is bestowed upon officers who display an exemplary level of dedication to highway safety, substantial community involvement and unprecedented work ethic.

In addition to his role at Usher Transport, Mosley also serves as Chairman of the Kentucky Trucking Association's Safety Council. Mosley also serves as a Fatality Reconstructionist for the University of Kentucky's Fatality Assessment Control and Evaluation Program (FACE); A NIOSH funded program dedicated to the prevention of work-related fatalities in Kentucky. 🚚

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KTA offers a carrier check service to our members for no additional fee. Allied members can use this tool in locating Kentucky motor carriers. We are able to pull motor carrier information by fleet size, county, and even vehicle size.

Kentucky Trucking Association Fuel Discount Program

We are excited to offer a fuel program for our members. The KTA has entered into an agreement with a third party to administer the fuel discount program. The third party (Profit Tools FOR TRUCKING) will handle the entire billing process for the motor carrier, negotiate discounts with the card and fuel provider; as well as perform a fuel analysis for KTA members to see how their current fuel program compares to the KTA discount program.

Contact KTA 502-227-0848 or at info@kytrucking.net for more information on these member benefits, and start saving today! 🚛

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COVID-19

Truck drivers need information and preventive measures to stay safe from the COVID-19 virus as they perform their essential work moving goods throughout the U.S. Toward that end, Urgent-CareTravel has started an evaluation service, so that drivers can get that help at its walk-in clinics. There are 13 of them, all run by Pilot Flying J. The plan is to give drivers and clinical workers access to eye protection, gloves, gowns, masks, and test kits. Current locations include:

- Baytown, Texas
- Carlisle, Pennsylvania
- Cartersville, Georgia
- Dallas, Texas
- Fontana, California
- Joplin, Missouri
- Knoxville, Tennessee
- Laredo, Texas
- Oklahoma City, Oklahoma
- Perrysburg, Ohio
- Phoenix, Arizona
- Ruther Glen, Virginia
- West Memphis, Arizona

The company plans to open another center soon in Hubbard, Ohio. Drivers also have the option of using a telemedicine-based evaluation. Calls are classified as being informational or as patient encounters. Patients can download a video app to chat and video call in-house healthcare professionals. For more information, go to www.urgentcaretravel.com/coronavirus.

Love's Travel Stops is monitoring the pandemic and making sure its employees have education and guidance. Efforts to disinfect work areas have been increased, and self-service food areas have been converted to full-service. Some locations have adjusted hours and services.

Carriers are also helping. For example, XPO Logistics has added protections and benefits for U.S. employees that include 80 hours of paid sick leave, at full wage levels, for those who have been infected by COVID-19. Landstar System is paying affected drivers \$1,000 per week for up to two weeks. It has committed itself to make settlement transactions promptly and keep properly maintained trailers available.

Rolling Strong, a wellness program for professional drivers, has always been involved in helping drivers be as healthy as possible. Drivers are more likely to be dealing with obesity and diabetes, and 17% are morbidly obese. Approximately 48% have one or more chronic diseases. Rolling Strong is making educational materials about the coronavirus to help drivers learn how to make hand sanitizer manage stress and reduce



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contact with touchpoints such as fuel pumps and the scales at weigh stations.

Semi-truck drivers and their families have the option of getting financial help from the St. Christopher Truckers Relief Fund, which is based in Knoxville, Tennessee. The organization has seen increased donations but can currently only help qualified applicants who have tested positive for the virus and whose situation is serious enough for them to need medical care.

Kathleen Cartmell, an associate professor whose specialty is epidemiology, is within the Department of Public Health Sciences at Clemson University. She offers the following information and recommendations:

- Long-haul truckers interact with fewer people than delivery drivers. That lowers their risk.
- Necessary precautions consist of not coughing on people, washing hands frequently, and sanitizing surfaces. Masks should be reserved for healthcare workers and people who have the virus.
- If you are around someone, especially if they are sick, keeping a distance of several feet from them can help you stay healthy.
- Meet outside as often as possible. Closed areas or buildings with closed circulation make it easier for the virus to be transmitted.

One piece of good news is the fact that there have not been any cases of infection caused by imported goods. Domestically, there is a small chance of infection from cardboard, which is shorter than the time it can survive on stainless steel or plastic. But mail and parcel delivery services have updated guidelines for sanitation, and

the risk is considered low. Companies like Amazon are doing what they can to meet the concerns of affected employees. Changes include paid sick leave and a relief fund for contractors and drivers.

Some truck manufacturers have shut down their operations temporarily, but this is not as serious a step as one might expect. The trucking industry has had an oversupply; shutdowns are an opportunity to decrease inventory. Aftermarket operations are still open and fully supported.

More worrisome is the sudden rise in layoffs, although the U.S. Senate's \$2.2 trillion relief bill is expected to help businesses, health care systems, and workers who are affected by COVID-19. According to the chairman of the Federal Reserve, Jerome Powell, the central bank is in a good position to keep the country functioning until the pandemic subsides. However, although COVID-19 has ruined the second quarter, some companies, such as Amazon and Walmart, are hiring. The trucking industry is also hiring in the short term; it is an open question how trucking will be affected in the long term. The freight mix is sure to change, and that may help offset drops.

Timothy Denoyer, who is a vice president and senior analyst for the ACT, acknowledges a steep drop for the second quarter of 2020. Still, he also said he expects stabilization of the trucking industry in the third quarter of the year, and he expects a recovery in the fourth quarter. An economist named Noel Perry, who works for Transport Futures, does not expect the recovery to offset the drop; he thinks the best case is that they will offset each other. According to Robert Koopman,

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chief economist for the World Trade Organization, the economic blow from COVID-19 has been faster and more severe than the effect of World War II, minus the destruction of physical assets. But there is also a great deal of uncertainty; the current situation is unknown territory for everyone throughout the world.

Experts are already conducting surveys to determine how the virus is affecting the trucking industry so that decisions can be based on facts instead of guesses. For example, the American Transportation Research Institute and the Owner-Operator Independent Drivers Association Foundation are working together to understand the impact of the virus on drivers.

One thing the trucking industry does have abundantly right now is gratitude from company owners and the general public. It has never been more evident that trucking plays a vital role in making sure that people get the goods and services they need. It is the No. 1 job in 29 states. It keeps 3.5 million professional truck drivers employed, and also provides work for another 7.7 million people who have truck-related jobs.

On March 25, 2020, more than 460 members of the commercial motor vehicle industry joined Transportation Secretary Elaine Chao and the acting administrator for Federal Motor Carrier Safety, Jim Mullen, in a conference call. During the call, Chao praised the work being done by drivers during the pandemic. FMCSA has issued an exemption for some hours-of-service regulations for motor carriers that are involved in relief efforts or that are hauling resources such as fuel and raw materials. FMCSA has also given some drivers limited exemptions if their commercial license, learner permits, and medical certifications have lapsed. Efforts are also being made to keep rest areas open for drivers during off-duty time. Chao noted that Joel Szabat, DOT's acting undersecretary for policy, has been actively involved with the White House Coronavirus Task Force led by Vice President Mike Pence. Finally, she asked stakeholders to communicate with the government about concerns and issues because that communication will help everyone do a better job of dealing with COVID-19.

Truckers sometimes suffer from low self-esteem, but the current crisis — in which truckers are genuinely valued for the vital work they are doing — may help with that problem. 🚛

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