

# Hornady Transportation LLC

# The Newsletter

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## A message from President Chris Hornady

**“Hornady is fortunate to have a great driver force, a devoted office staff, and an awesome sales team to reinforce their objectives.”**

During Driver Appreciation Week, I was able to meet many Hornady drivers who came through the Birmingham terminal. Hornady's Risk Manager, Christie Baker, and Director of Operations, Robert Smith, from our Monroeville terminal, joined me in Birmingham to listen to the issues and concerns many of the drivers expressed.

Many drivers are concerned about the new governmental regulations controlling the trucking industry. I am sure everyone in the trucking industry is feeling the pressures of these mandates. We are working hard to meet these demands, and I have been satisfied with our performance to meet these requirements.

I am excited to announce our order of 40 new International Prostar tractors to begin delivery in December 2011. The power units have a Maxx Force 430HP Multi Torque - 1550-1770 lb ft. of torque. Equipped with super singles, APU units and an estimated 6 to 7 mpg, our fuel savings will be dramatically impacted.

We are currently reorganizing many areas of the com-

pany for better efficiency and productivity. We are also involved in updating our communication system and technical support with state of the art equipment.

With these modifications, Hornady Transportation

will be able to compete as a premier flatbed company serving all states east of the Rocky Mountains.

With 59% of our support personnel having over 15 years experience in the trucking industry, we feel we can offer customers prompt, knowledgeable and efficient service beginning the first day they call for a rate quote.

Our Customer Service Department works very hard to meet the demands of the customers, as well as, our drivers.

Currently, we are expanding our sales team in order to help with growth plans. We are excited to have new people with new ideas who will only enhance our base of great employees. Hornady is fortunate to have a great driver force, a devoted office staff, and an awesome sales team to reinforce their objectives.

I would like to thank all of you for the great job you do to make this company what it is today.

With the upcoming holidays fast approaching, I would like to wish all of you a “Happy Thanksgiving” and “Merry Christmas”!



Chris Hornady, President



Chris Hornady meets with drivers to discuss issues and concerns of Hornady and the trucking industry.

**Chris Hornady**

## Robert Smith, Director of Operations

Robert Smith, Director of Operations, has over 20 years in the transportation industry. Robert started as a diesel mechanic, earning a B. S. in Business Administration, while attending night school. Robert held several supervisory positions, then accepted a position as Director of Logistics for a firm. He later earned his M. B. A. and was responsible for over fifteen warehouse and trucking facilities before joining Hornady.

Robert recently added Driver Recruiting to his resume of job duties. "Recruiting is challenging," says Robert. "First, we have to hire the

drivers, and second, we have to retain our current driver core. We continuously emphasize communication between our drivers, our Driver Managers, and our Customer Service. When communication is successful in these areas, our customer's demands are achieved."

"Recently, I was able to meet with some of our drivers during Driver Appreciation Week in Birmingham. It was really a great opportunity for me to express to our drivers how much we appreciate their efforts. We really do have a great group of drivers who care about their customers," states Robert.



## Raina Dees, Pricing Manager

Raina has been at Hornady Transportation for 17 years. All rates and publications for Hornady are managed by Raina. She graduated from Auburn University with a B.S. in Business Administration.

Raina has served as an Administrative Assistant, Billing Supervisor, Tariff and Contracts, and for the last few years has worked primarily with Sales and Customer Relations.

A new customer's first contact with Hornady would be through Raina. She provides rate quotes and general information about Hornady.

"I like the different dynamics of the trucking industry," says Raina. "In the future, we plan to expand our service area to better serve our customers. We are currently diversifying our product base, from primarily lumber and steel, to other products transported by flatbeds."

As Pricing Manager, Raina explains Hornady is always interested in dedicated services for customers in any area. She can be reached by emailing [rainad@hornadytransportation.com](mailto:rainad@hornadytransportation.com) or call 251-743-5227.



## Trey Folmar, New Sales Director

Hornady Transportation announces Trey Folmar as Hornady's new Regional Sales Director for the areas of East Texas, East Oklahoma, Arkansas, Mississippi, Louisiana, South Alabama, and Florida. Trey has been in transportation sales since 2001 and says he is excited to be a part of Hornady's customer service team. "By providing our customers with the very best service and at the same time growing our market share is an objective I look forward to accomplishing," states Trey.

Trey says he looks forward to meeting all of Hornady's customers, while listening and discussing with them their needs and how Hornady can better assist them.

Over the next few months Trey will be calling on customers in Oklahoma, Texas and Florida. "I enjoy golf, football, aviation, and spending time with my family," says Trey.

Trey can be reached by emailing [treyf@hornadytransportation.com](mailto:treyf@hornadytransportation.com) or calling 251- 564-4592.



# Driver Appreciation Week and Kudos



Lavar Thomas cooks up a great meal for Hornady's drivers at the Birmingham terminal.

## 2011 Driver Appreciation Prizes were awarded to:

Thomas McCorvey,  
Cobra 25 LTD Classic CB Radio

Terry Sines, Coby 7" Portable DVD Player

Ricky Pope, LOVE'S \$10 Gift Card

Danny Brown, TA \$25 Gift Card

Andre Lowe, Cobra 25 LTD Classic CB Radio

Brian Eichhorn, LOVE'S \$10 Gift Card

Torris Dale, TA \$25 Gift Card

Mark Kiewel, LOVE'S \$10 Gift Card

Chris Dominick, TA \$25 Gift Card

Charlie Bodiford, TA \$25 Gift Card

### Randy Bates, tractor 1446

Randy was recognized recently by the Birmingham Maintenance terminal and Director of Safety, Jim Bobzien, for "the cleanest interior they had ever seen."

### Leonard Bechet, tractor 1413

Leonard was recognized for his load of stacked coils from Butler, Indiana. He did such an outstanding job with his tie-down, Hornady will be using his tie down as an example for all drivers picking up loads there.

### Michael Demko, tractor 1567

Michael was given praise from Mike Sajdak with Schneider Logistics. Mike was so impressed he emailed Customer Service Rep, Laurie Watson, saying he just wanted Hornady to know how much he enjoyed working with Hornady driver, Mike Demko. He continued to say that Mike had a load from Knoxville, TN to Pewaukee, WI and did a great job. "It was a pleasure to work with Micheal. He was good to keep to me updated."

### Eugene Poss, tractor 1498

Eugene pulled his tractor into the Monroeville Maintenance Shop, and was given high praise for his outstanding tarping and clean tractor. It was so exceptional, the corporate office was alerted and made a visit to Maintenance to take a look.

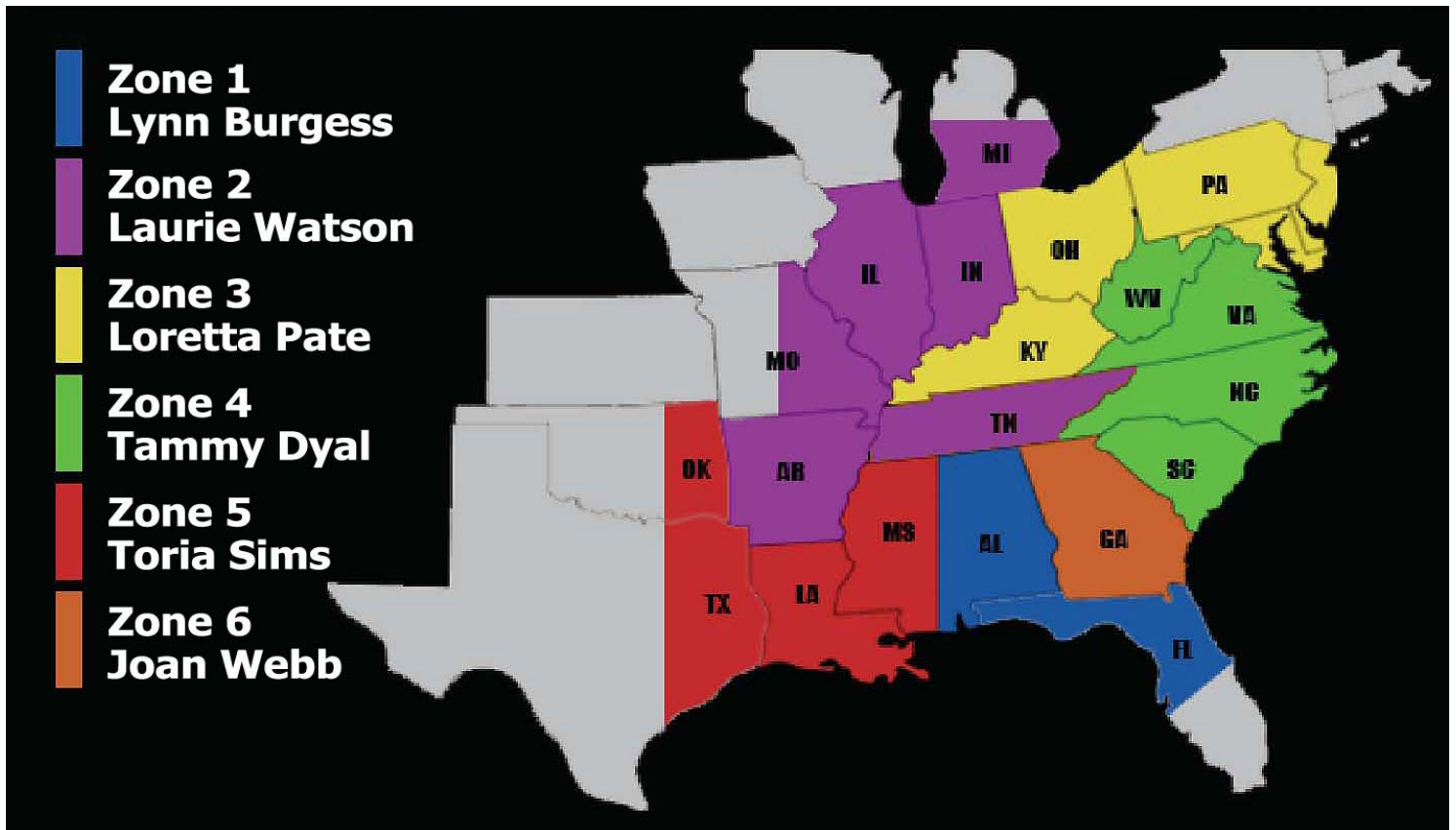
### George Bendzen, tractor 1546

George became a hero recently. George had previously witnessed a car accident leaving the car on fire. George and another driver pulled the driver from the burning car to safety.



Drivers "chow down" on some of the goodies served at Driver Appreciation Week in Birmingham.

# HORNADY CUSTOMER SERVICE AREA -



## LYNN BURGESS - ZONE 1

Lynn has been with Hornady Transportation since 2001. She started with Hornady in Imaging and later took a position in Billing as an Account Manager. Continuing with Hornady, Lynn accepted a position as an assistant in customer service with Zone 6 and later accepted Zone 3. Now, Lynn manages Zone 1 (AL and FL), along with the dispatch of city drivers and trainees in Birmingham.

“I really enjoy working with my customers, and I even enjoy the problem solving required in this position in trucking. It is very challenging; there's never a dull moment. We have a great group of Customer Service Representatives and Driver Managers which makes my job easier,” says Lynn.

Lynn is married and has two children. She enjoys spending time at the beach, on the river, and with her family and friends.

## Laurie Watson - Zone 2

Laurie has been with Hornady since 2010. Before joining Hornady, Laurie was employed in product development with an apparel company.

Laurie manages Zone 2 (WI, MI, IL, MO, IN, AR, and TN).

“I really enjoy juggling several responsibilities at one time. It is satisfying to book loads, service customers, and keep the drivers running . . . and at the end of day know it has all worked together. I enjoy the good relationships I have developed with customers,” states Laurie.

Laurie and her husband have four children together. Laurie's hobbies include watching football, duck hunting, fishing, and grilling-out with family and friends.

She says her main priority is her children. “I love watching them grow and developing their individuality.”



# EXPRESSING QUALITY SERVICE SAFELY



## LORETTA PATE - ZONE 3

Loretta has been in transportation for a total of 23 years with almost 5 years at Hornady Transportation. She has worked in areas such as vehicle records, driver recruiting, dispatch and 10 yrs in customer service with Poole and Schneider National.

Loretta manages Zone 3 (OH, KY, and the Northeast). "Over the years, I have found that the relationships I have made with my customers is what I value the most about my job," says Loretta. "I strive to keep our drivers as productive as they can be so that they can care for their families while servicing our customers."

Loretta and her husband have two sons. She enjoys spending time with her family. "I enjoy hunting and fishing with the boys and trips to the beach during the summer," she added.

## TAMMY DYAL - ZONE 4

Tammy has been with Hornady Transportation since 1989. For the last 22 years she has worked at Hornady in the Fuel Department, Billing Department, Rates and Logistics. She has been with Customer Service for two and half years at Hornady.

Tammy currently handles Zone 4 (NC, SC, VA, and WV). "I really enjoy working with my customers. We all work together to get the job done. We have obligations to the customers that Hornady Transportation (customer service, dispatch and drivers and all the different departments) work hard to satisfy," says Tammy.

Tammy has a son whom she enjoys spending time with as well as other family members and friends. She enjoys the outdoors and outdoor activities such as fishing and hunting.



## TORIA SIMS - ZONE 5

Toria has been with Hornady since 2009. She has previous dispatch and customer service experience from her work at Southern Pine Electric for 13 years before joining Hornady.

Toria handles Zone 5 (TX, OK, LA, MS) She also supervises five dedicated drivers in Westwego, LA.

"I love working with my drivers and customers. They are like family. I also enjoy the challenges of getting the drivers in my zone a load that fits their needs. As a driver's wife, I understand the importance of working with the drivers for good miles, hometime, and also meeting the customer's expectations," states Toria.

Toria and her husband have a daughter at Auburn University whom Toria enjoys visiting. She also enjoys squirrel hunting, fishing, and camping with family and friends.



## JOAN WEBB - ZONE 6

Joan is the newest member to Hornady's Customer Service team. Joan joins us with 13 years in the trucking industry. Her previous experience in trucking includes Billing, Customer Service, Account Manager, and as a Driver Manager for a flatbed and tank company.

Joan manages Zone 6 (Georgia). "As a Customer Service Manager, I most enjoy talking with my customers and the challenges which the job brings," replies Joan.

Joan and her husband have two daughters. Joan says in her spare time, she enjoys reading and spending time with her family and friends.



# Drivers have increased risk of heart attack

Medical research is very clear in that truck drivers have an increased risk of developing cardiovascular disease, and that their lifestyle patterns contribute directly to this elevated risk.

Some of the major health related issues contributing to heart disease in the commercial driver are:

- Obesity
- Poor dietary habits and nutrition
- Lack of Exercise
- Smoking
- Other disease processes, such as, diabetes and high blood pressure



**Christie Baker**  
Risk Manager

## Simple steps to insure a path to better health:

- Start an exercise program. A 30 minute brisk walk 3 times a week can improve your cardiovascular functions and assist in weight loss.
- Make healthy food choices. Order from the menu and choose baked instead of fried and lots of vegetables and fruits. Plan ahead when at home. Bring healthy snacks and water.
- Take advantage of your rest periods.
- Talk to a family doctor about a smoking cessation program. Some medications used for smoking cessation may be contraindicated in commercial driving. Remind your doctor you are a commercial driver.
- Have a yearly exam with your primary care physician. DOT physicals do not screen for high cholesterol and prostate cancer.

The road to health depends on you. Life on the road is hectic but with the right mind set, better health can be just around the next bend.

## Prevention Tips

Be prepared to make substantial lifestyle changes if you want to keep yourself heart attack-free.

Make sure that you visit your doctor at least once a year for a routine physical exam. Your doctor will conduct a series of tests and ask you several lifestyle questions to determine whether you are at risk for high blood pressure, high blood sugar, and high cholesterol. Typically these three conditions run in the family, so you should have the information necessary to keep your doctor informed.

If you have high blood pressure, high blood sugar, and high cholesterol, you will need to keep these conditions under control through a combination of diet, exercise, and medications. Even half an hour of walking every day can help reduce your risk.

If you are overweight, you should lose enough weight for a healthy body mass index (BMI). If you are at high risk, a doctor might put you on a daily aspirin regimen.

## Diet Tips

Avoid foods that contribute to high cholesterol, diabetes, and high blood pressure. Fatty, sugary, and salty foods are all bad for health and can cause conditions to worsen.

Eat a diet that is low in fat and high in fiber. Fruits, vegetables, and oatmeal are all great options. Don't eat too much meat and processed foods like crackers and baked goods.

Your diet should include plenty of omega-3 fatty acids, which are available in fish or as supplements. Many experts recommend that you eat fish twice a week for a heart-healthy diet.

Avoid smoking and drinking excessive amounts of alcohol. Some studies suggest that drinking a small amount of wine every day can help lower cholesterol. The recommended amount is two glasses for men and one glass for women.

## Treatment & Relief Methods

When you have a heart attack, a doctor will begin treating you immediately using aspirin, nitroglycerin, and oxygen. Other treatments might be necessary if your heart attack is severe. The medical team will give you oxygen even if your levels are normal so that your body will not need to work as hard.

You will probably need to be hospitalized overnight so that the doctor can monitor your heart using an electrocardiogram (EKG) machine. If you have an arrhythmia, an irregular heartbeat, a doctor will treat you with additional medications or electrical cardioversion/defibrillation.

## Common Surgeries

Doctors will need to perform surgery if your heart attack reveals any underlying medical complications. You might need bypass surgery or a pacemaker to keep your heart beat steady. Heart transplants are necessary when the damage to the heart is so severe that it stops functioning properly, even with medication and treatment.

## Take a simple heart test

Nearly half of those who die from heart attacks each year never showed prior symptoms of heart disease. Right now, millions of people over age 40 are suffering from heart disease, and do not know it.

A simple Heart Test will help you know your risk and give you a starting point to take action to prevent or even reverse this debilitating condition.

**Go to: [www.simplehearttest.com/heartsurvey](http://www.simplehearttest.com/heartsurvey)**

# Gil Davison, Director of Maintenance



Hornady Transportation announces Gil Davison as Director of Maintenance. Gil has a total of 30 years in the transportation industry, with over 20 of those years at Hornady.

Before joining Hornady Gil supervised five maintenance facilities for Bulldog Trucking and with JB Hunt where he was employed as a Shop Analyst and Parts Buyer.

Since 1995 Gil has been with Hornady as a Purchasing Agent and Fuel Manager.

# Service Awards and Recognitions



Gerald Welch receives his 15-Year Service Award from Driver Manager, Roger Smethers.



Allen Rush receives his 20-Year Service Award from Driver Manager, Roger Smethers.



Billy Thomas receives his 15-year service award from Lavar Thomas, Birmingham, OCM.

## Congratulations

We would like to congratulate Gail Turberville on the birth of her first grandchild.

Grayson Lee McKinley was born October 19, weighing 6 lbs. 17oz. and was 20½" long.

Gail works at our corporate office as Payroll and Benefits Manager.



### Hornady Transportation LLC

## The Newsletter

### STAFF

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from new programs and benefits to  
announcing new International's entering our fleet.

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## HORNADY BIRTHDAYS

### JULY

JERRY TRULL  
CASEY HOWARD  
BILLY THOMAS  
RANDALL CRIGGER  
ERIC THOMAS  
ROBERT RUSSELL  
TERRY JONES  
CHARLES MARSH  
L.C. LETT JR.  
CARDELL TAYLOR  
STEPHEN KOLIVOSKI  
TIMOTHY OLDEN  
GAREY WILSON  
JEFFERY DEASON  
DANNY MAHAN  
STANLEY GAILLARD  
DOUGLAS PATRICK  
KENNETH WRIGHT  
LEONARD BECHET



WILLIAM PEEPLES  
BRIAN STEWART  
JOSHUA YORK  
MENDAL BROOKS  
KEVIN SHARAR  
MICHAEL HUGLEY  
DOUGLAS MYERS  
STEPHEN TURBERVILLE  
JAMES TOOMBS  
PAUL JONES  
JAMES GISH  
DONALD HOIUM  
BARNEY POE  
LORETTA PATE  
BRANDY ALFORD



### AUGUST

ANDRE HARVEY  
BOBBY STOKES  
BRYAN EICHHORN

CHARLES OLSON  
CURTIS ANDERSON  
DECOBIE LEWIS  
FRANK CUNNINGHAM  
WAYNE WHITE  
JAMES BROCK  
JAME GREENE  
JAMES TOLBERT  
JASON RINGO  
JIMMY VICK JR  
JOSEPH DOVER  
JOSHUA ROBERTSON  
KENNETH W LYNCH  
KEVIN WATTS  
MARK CARLISLE  
MARTIN HOLT  
MARVIN MCDELL  
MICHAEL DOVE  
NICHOLAS PITTS  
RICHARD SIMS

RICHARD VANOVER  
ROBERT WAGNER  
STANLEY HAWKINS  
WILLIAM EICHHORN  
WILLOUGHBY SCOTT  
ROBERT LUMPKIN  
TAMMY RAYBON  
JENNIFER BROWN

### SEPTEMBER

ADAM CLEMONS  
RANDALL RIGGINS  
WILLIAM ANDERSON  
EDWARD MILLER  
JEFFERY THORNTON  
MAXIE LORICK  
MOSES SINGLETON  
MICHAEL BAAB  
JAMES COVINGTON  
PAUL DREHER

WILLIE MEADERS  
JOSEPH HARDIMAN  
TONY YOUNG  
ANDRE LOWE  
JEFFREY BELCHER  
TYRONE MARSH  
THOMAS MCCORVEY  
DONALD GRICE  
JANICE MCKENZIE  
DEBBIE WOODS  
RICK POWELL  
SUSAN ADDRESS  
CHRISTIE BAKER  
TORIA SIMS  
LAURIE WATSON  
ROBERT SMITH  
KEVIN STALLINGS

**HORNADY - A LEADER IN THE FLATBED INDUSTRY**