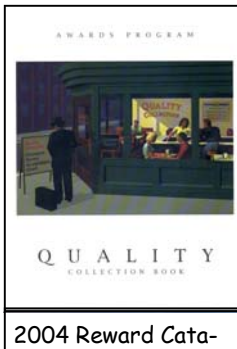


The Diamond Dust Equipment Now Available in the Meet the Challenge Program

Diamond Transportation is making the awards for the Meet the Challenge program more appealing.

In addition to all the great rewards in the regular Quality Collection Book (catalog), Diamond now offers all equipment that is for sale by the company.

The program is designed to reward our owner operators for a job well done and we would like to reward you with something



2004 Reward Cata-

that is useful in your job.

To this point, the rewards in the program were basically for the home and around the home. When owner operators are home every two to three weeks, they seldom get a chance to use and enjoy what they redeem through the program.

Now with the availability of everything from chains and binders to tarps and headache racks, there are some items that owner operators can use as part of the job.

It makes sense to have these job items available. For a complete list of all new items and their point value, look at the back page.

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Hours of Service Rules Thrown Out By Court

From the ATA

The United States Court of Appeals for the District of Columbia Circuit issued a decision on July 16, 2004 throwing out the new Hours-of-Service (HOS) rules.

Importantly, the Court's decision is not immediately effective. FMCSA officials announced that they will continue enforcing the new HOS rules during the time they have to appeal.

Under the Court's rules, FMCSA may seek a greater delay in the effective date of the decision by asking the Court to issue a stay of its decision.

The ATA encourages the FMCSA to seek such a stay to minimize the confusion that would result from putting the old HOS rules back in place.



ATA believes that switching back and forth between the old and new rules would be confusing to the point of adversely affecting highway safety.

The D.C. Circuit's decision to vacate was based upon the Court's view that FMCSA had not fulfilled a statutory mandate to consider "the impact of the rule on the health of drivers."

Owner Operators of the Month - Foreman, Root & Danielczyk

Congratulations to Rex Foreman, Gary Root and Robert Danielczyk who earned Diamond's Owner-Operator of the Month awards in April, May and June, respectively.

Rex joined Diamond in April 1981 and is no newcomer to being honored as Owner Operator of the Month. Rex's dedication to

Diamond and his professionalism as a driver make him a frequent winner of this award. He says he's a pretty simple guy who enjoys spending time with family, especially his grandchildren and puttering around his house in Strasburg, IL.

May's winner, Gary, has been part of the Diamond team since April, 2004 and we have a high regard for his knowledge

in the specialized freight industry. He has a very upbeat, positive attitude which makes him a pleasure to work with. Gary enjoys life in Manchester, OH where he makes his home with wife, Linda. He stays busy rebuilding his home and enjoying time with his grandchildren.

The June winner, Robert, also came on board with Diamond in April, 2004. His success is due to the fact that he doesn't over-analyze loads; he simply runs the system and relies on his fleet manager to keep him moving. His friendly, laid-back personality makes him a pleasure to deal with by phone or in person. Robert makes his home in Johnson City, TX.



Foreman



Root



Danielczyk

CUSTOMERS AND AGENTS

Shipper News: Beating, Not Just Meeting, Customer Demand

Over the years we've all heard shippers and customers tell us that a load has to be there at a specific time and when the delivery is made the consignee is surprised the load has arrived so soon.

To the driver, frustration sets in as he/she thinks that we were just pushing them or forcing them to take a load.

In reality, customers have set forth delivery standards for shipments. They expect us to make delivery within a specified number of days whether the shipment is a rush shipment or not. (We try to get extra

money for rush shipments).

The benefit to Diamond, by meeting those standards, is being held at a higher standard by the customer—which allows for the opportunity to obtain additional traffic.

Failure to meet those schedules will result in traffic being taken away. So when you hear that a shipment needs to be picked up or delivered by a specified date, there is a good reason.

We all need to remember that Diamond is a service company and our reputation is based on meeting the service needs of the

customer. If we all do our job we will continue to see growth.

INCREASED VOLUME WITH PLANT CLOSING

With summer finally in full swing our customers don't appear to be doing what we have seen in the past years—they are continuing to produce and ship, which provides us a great opportunity.

We are seeing high volumes coming out of the Quad Cities and it should continue throughout the balance of the year.

Even though CNH will be shutting down the facility in E. Moline, IL we have positioned ourselves with Deere & Company to assure continued growth in this area.

-Paul Martinson, President

"...remember that Diamond is a service company and our reputation is based on meeting the service needs of the customer"

Employee News & Anniversaries

Diamond Transportation would like to congratulate all of our employees and owner operators for another year of service. We appreciate all the hard work that everyone puts in.

Diamond would also like to thank two dedicated employees who have retired from the company in the past few months, Lee Reynolds and Esther Janikowski.

Lee was with Diamond for 14 and 1/2 years and had a number of different positions. Lee spent time as a dispatcher, a freight coordinator and as the operations manager. Lee is moving with family to southern Illinois and we wish him the best of luck and good health.

Esther retired 13 days short of her 15th anniversary with Diamond this past April. Esther began at Diamond as a data entry clerk and finished up as our filing clerk for billing and accounts payable. We also wish Esther much luck and good health.

It's off to God's country for some fishing, boss!



Lee Reynolds

TOP-FIVE AGENTS APRIL—JUNE

1. Frank Lantrip
2. Brenda Suttles
3. Dale White & Larry Meek
4. Darlene Hempel
5. Debbie Murphy

Diamond congratulates our top producers and thanks all of our agents for a job well done! Agents are a key to our success and we would like to expand our agent traffic whenever possible.

New Owner Operators

- Terry Bielser
- Greg Bridges
- Royce Brower
- Jeff Elliott
- Frank Hinchliffe
- Dan Jessmer
- Robert Jones
- Jeff Keller
- Robert Manthe
- Myron Mathison
- Scott McCarthy
- James Moran
- Monte Newman
- Gary Root
- Roderick Simons
- Fred & Melody Streff
- James Tynan
- Robert Vint
- Joseph Webb
- Ray Winker

Owner Operator Anniversaries

- Larry Akers—7 yrs. September
- Chuck & Bonnie Burton—11 yrs. July
- Dennis Egeness—3 yrs. August
- Brian Garbes—3 yrs. July
- Steve Johnson—1 yr. September
- Charlie North—3 yrs. August
- Paul Schneider—5 yrs. July
- Casey Skillingstad—7 yrs. September
- Glenn Virden—3 yrs. July
- Mike White—13 yrs. August

Employee Anniversaries

- Rebecca Beck—18 yrs. July
- Anita Kandl—5 yrs. July
- Chad Thur—1 yr. July
- Debbie Petkus—2 yrs. August
- Jeff Schimanski—1 yr. August
- David McGuire—1 yr. August
- Liz Bruns—3 yrs. September
- Tim Wolf—3 yrs. September
- Arrilla Wray—2yrs. September

SAFETY & COMPLIANCE

STAY SAFE: Inspect It, Secure It and Check It!

There are three components that will help us eliminate cargo damage.

Although it sounds easy, you would be surprised at the number of times issues arise because we were not thorough in all three areas.



In addition to accident free driving, inspect your load. You must inspect your load prior to signing the bills. If you sign for a load, then notice damage, you have put yourself and the company in a position to accept responsibility.

Secure your load. Prior to backing under your load or moving your tractor if it is a live load, you must properly secure it. Please be aware of the working load limit of your chains. Example: 5/16 grade 70 is 4700 pounds per chain.

You must also chain and strap your load in a manner which will not cause paint or structure damage. If you are transporting a

vehicle with doors and windows, check to make sure they are shut and latched tightly. This has been a big problem. If you have any doubts as to how to properly secure your load, call your fleet manager.

Check your load within the first 50 miles and then every time you stop check all tie down devices. They do become loose in transit and load shifting may occur which could jeopardize a claim free delivery. In addition, any component on the cargo that looks like it could become loose should be checked periodically.

Specialized freight needs special attention. You take every precaution to stay accident free and you must also take every precaution to make sure your cargo is damage free.

Inspect it, Secure it, Check it.

-Pat McLeod, Vice President—Administrative Services

News and Notes

GUARD PERSONAL INFORMATION—We had a situation where a driver received a call from someone who identified himself as a State Trooper. He claimed that a call came in stating that a piece of wood had fallen off our trailer and struck a car. He asked for SS#, license number etc. While this may be legitimate and it is natural to want to cooperate with authorities, we can all be caught off guard. So unless you are pulled over by the Police or DOT, do not give any personal information over the phone. You may tell them to contact our office and speak with Diane Dahse or Pat McLeod.

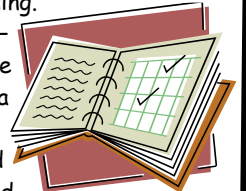
SECURE BUCKETS/BLADES/FORKS ETC.—Even though these accessories may be attached to the power unit, it is still DOT regulation that you secure them to the trailer. While some states may not enforce this rule, we are finding increasing numbers that are. Avoid a citation and a fine by chaining down all buckets, blades and etc.

PERSONAL INJURIES—Don't get caught thinking it can't happen to you because it can! The majority of on the job injuries happen while loading or unloading. We have more than our

share of injuries occurring due to contractors slipping while working on their load or getting out of the truck. In fact over 50% involve slipping and/or falling from a load, trailer or cab. Almost 30% happen while securing your load. Looking at these figures, it appears that as a fleet we should be taking more necessary precautions to stay injury free. We will be sending out more information to help you avoid such accidents. In the meantime, please be aware they are happening and use extra caution whenever you are loading or unloading.

SEPTEMBER IS INSPECTION MONTH—

The third and final inspection month of the year is around the corner. Please get a DOT inspection on your tractor and have it in the office between September 1 and 30. Don't wait until the last minute and avoid a no dispatch status. Remember that our direct bill program with TA truckstops is in place. Stop at any TA shop for your inspection and Diamond will be billed direct by TA. You pay only a \$15 fee that is charged on your settlement.



THE DISPATCH PERSPECTIVE

COMMUNICATION IS A TWO-WAY STREET

In my short time as VP of Operations, I have been very vocal in expressing my desire to have the fleet managers open the lines of communication with their owner operators.

But it is not only fleet managers that need to work on their communication skills, it is also the job of the owner operator.

Communication is not simply one person talking to another and the other listening, it also involves a response and understanding.

Ninety percent of all problems that arise within operations are caused by poor communication or misinformation. We must all do our best to prevent this.

Within operations, owner operators need to give information as much as the fleet managers.

Fleet managers need to know the trailer number and type, your pickup and delivery times (and you must be accountable for making these times), any differences between the load information that was given to you and what is actually being loaded and any delay information.

All of this information, given in a timely manner to your fleet manager can have a great affect on you. It can make a difference in detention, over-dimension and mileage charges and at the same time help us plan for your next move.

-Jon Coca, Vice President—Operations

THE BACK PAGE

Last Word: Recruiting Numbers Are Up

It's been a very positive quarter for Diamond's recruiting department. During the quarter we were able to increase our fleet by 16 owner operators—a 25% increase!

We had a little help with two owner operator referrals, and we appreciate your efforts in this regard.

It is growing increasingly difficult to reach qualified O/O's and you are in the best position

to meet with them and ask them to give us a call. Word of mouth is our strongest recruiting asset and you are our on the road recruiting force.

Keep in mind that referrals have been separated from the Meet the Challenge program and now pay out \$1,000 per hire. Think about what one hire a month would do for your bottom line!

Be sure to give them your card so we can compensate you properly.

Liz Bruns—Recruiting Director

MEET THE CHALLENGE

Point Values for Equipment

LEVEL A—2000 pts.

- Over-dimensional Sign
- Nail Bar
- Flags (2)
- T-hooks (2)
- Hammer
- Cheater Bar
- 25' Tape Measure
- Logo T-shirts
- Diamond Logo Cap

LEVEL B—3000 pts.

- Binders
- Light brackets
- Bolt Cutter
- 3" Strap w/ Chain
- 2" Strap w/ ratchet
- Mini Strobe
- Logo Golf Shirt

LEVEL C—4000 pts.

- Chains

LEVEL D—6000 pts.

- Ratchet Binders
- Tarp Straps
- Diamond Jacket

LEVEL E—8000 pts.

- 3" Strap w/ chain & ratchet

LEVEL F—12,000 pts.

- Revolving Light
- Strobe Light

LEVEL H—24,000 pts.

- 12x16 Tarp
- Height Pole
- 16x16 Tarp

LEVEL J—42,000 pts.

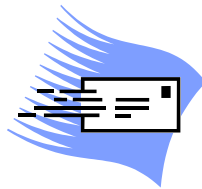
- 16x26 Tarp
- 18x24 Tarp

LEVEL K—58,000 pts.

- 20x26 Tarp

LEVEL M—124,000 pts.

- Headache Rack



Newsletter by Email

If you would like to have this newsletter emailed directly to your computer, please let us know. Simply send your email address to webmaster@diamondtrans.net with the subject "Diamond Dust." We will then send you our newsletter in pdf format (Adobe Acrobat) for you to enjoy.

The Daily Routine

CELL PHONES—The use of cell phones while driving is being looked at closely by all states. Remember it is always safer to find a good spot to pull over and use your cell phone. Currently only New York, New Jersey and Washington D.C. require the use of 'hands-free' cell phones while driving, but other such laws are on the way.

IDLE LAWS?—Many state's Departments of Environmental Protection are cracking down on idling. A few only allow up to three minutes of idling (NJ, CT, DC) and first offense fines can be up to \$10,000 (NJ). It is up to you to understand the individual state and city laws and abide by them. Don't allow yourself to get caught with an unnecessary fine.

DANGEROUS HEAT—Please take these steps to protect yourself from heat stroke, it is dangerous and it is a reality. Wear a light colored shirt and hat or cap while in the sun. Drink plenty of fluids like water, Gatorade, and juice. Take breaks and get to shade or a cool location. If you feel lightheaded or faint, stop immediately until you feel better. And try to avoid strenuous activity during the heat of the day.

FUEL SAVINGS—Diamond has entered into an agreement with Rip Griffin Travel Center, which is located in AR, AZ, CA, CO, NM, TX & WY. We receive a fuel price of \$.02 over their fuel cost. This is a major savings when traveling those States. The only requirement is that you must use your Comdata Card when purchasing fuel. The price will be discounted on your card and show up on your statement. If you have a questions about the price of fuel at any Rip Griffin Travel Center as you are crossing into that area, call you Fleet Manager and they can provide you with the price for the day.

CAFFEINE—Using caffeine to stay alert is a tricky proposition. According to a study, small doses of caffeine consumed regularly throughout the day help to avoid falling asleep and maintain cognitive skills, where drinking a large cup or two in the morning only helps for a short time.

CAMERAS—Each owner operator is supposed to have a company issued camera for accident and claim pictures. We are getting feedback that some don't have them. All owner operators need to take pictures when these situations arise, it can be the difference between denying a claim or paying one and the difference between a chargeable accident and non-chargeable accident. If you do not have a camera, please call Diane and have one sent to you.

5021 21st Street
P.O. Box 1557
Racine, WI 53401

Comments and Questions
Phone: 262-554-5400
Fax: 262-598-2821
Email: rjcoca@diamondtrans.net