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The Diamond Dust

THE DIAMOND DUST IS BACK

In the 60s, 70s, and 80s, Diamond Transportation published a newsletter called the Diamond Dust. It was retired in 1988 and the System News was started in 2000. Ownership never intended to lose the Diamond Dust. Now the Diamond Dust is back and hopefully better than ever.

The focus will be on our owner operators, but will still keep our customers and agents in mind. We are taking a more personal approach to our articles, but will still strive to give you all the pertinent information you need about Diamond Transportation System, Inc. We hope you enjoy the new newsletter.

Meeting More "Challenging" Goals

After compiling six months of data, Diamond determined that "Meeting the Challenge" with the current goals—just wasn't that challenging.

The *Meet The Challenge* program was established as an incentive for you, the owner-operator. If you put forth 100%, you will "Meet The Challenge" and receive performance benefits for obtaining certain goals.

What we found was a revenue goal that wasn't a challenge and a safety goal that

overlooked moving violations.

Based upon this, October 1st we put some basic modifications to the program in effect.

Our primary focus is in the area of revenue.

Truck earnings will be used as the revenue goal rather than billed revenue.

When your truck earnings reach \$25,000 for the quarter you will receive 2000 points and then an additional 2000 points for every \$1000 above that.

This also provides you with an easier method of monitor-

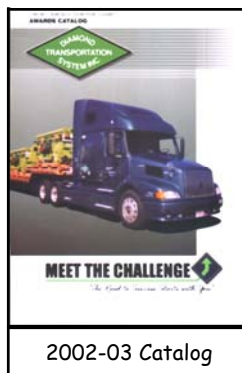
ing the goal.

You can determine monthly earnings by taking the last statement on the month for the last two months and subtracting last month's year-to-date earnings from the current month's year-to-date earnings. The difference will be your monthly earnings.

In order to receive points in the safety, logs and on-time pick-up & delivery categories, the goal is \$7500 in truck earnings during a month.

The points awarded for these categories do not change.

Owner-Operator of the Month qualification begins at \$8300 in earnings.



2002-03 Catalog

Key changes to "Meet the Challenge"

- Revenue goal \$25,000 earnings per quarter.
- \$7,500 minimum earnings to qualify for points.
- Moving violations count against your safety goal.
- Minimum requirement for O-O of the Month eligibility is \$8,300 earnings

We hope the modifications to the program are understandable and properly reward those who "Meet The Challenge."

Direct any questions to Contractor Services.

Owner Operators of the Month - Johnson, Sparks & Widmer

Congratulations to Lonnie Johnson, Russ Sparks and Gus Widmer who set themselves apart this past quarter, earning Diamond's Owner-Operator of the Month awards.

In July, **Johnson** proved that new guys do fit in. Lonnie was named Owner-Operator of the Month in his first full month with Diamond.

Johnson's 100% reliability, attention to timely pickup/delivery and referrals put him ahead of the rest.

Lonnie makes his home in Janesville, WI, has a wife Judy and son Michael.

August's winner, **Sparks**, has

been with Diamond a total of 22 years and is consistently a top-ten revenue earner. Customers and Diamond alike find Russ a joy to be around.

Russ loves Dairy Queen ice cream, lives in De Soto, MO with his wife, Betty and has a daughter, Cassandra.

September's winner, **Widmer**, started with Diamond in May, 2001 and wins the award for a second time. Diamond commends him on his dedication and determination to always give 110%. He proved this again, by making an urgent delivery into the teeth of Hurricane Isabelle mid-month.

Gus lives in Milford, IN with his wife, Karen, while his children and two grandchildren live nearby. In his spare time, he loves deer hunting. Good luck this fall, Gus!



Johnson



Sparks



Widmer

AGENTS AND CUSTOMERS

TOP-FIVE AGENTS JULY– SEPTEMBER

1. Debbie Murphy
2. Tim Wood
3. Frank Lantrip
4. Dale White & Larry Meek
5. John Walker

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.

Shipper News: Diamond role with Deere Expands

Diamond Transportation has just received notice that we will be serving the Deere Construction and Forestry Group for the next 2 years. We were not participating in that traffic for about 2 1/2 years and have worked hard to get back into it. Meanwhile, Diamond maintains its status as a primary carrier for the Deere Agricultural Group.

This is a great opportunity to turn things around. With Deere's volume we should see revenue increase substantially with this addition.

The traffic involved comes from locations throughout the U.S. We will be serving numerous Ports around the U.S. in addition to plants at Dubuque and Davenport, IA, Thibodeau, LA, Kernersville, NC, Woodstock, ON and Trussville, AL (a tow away move). We will be getting service areas in the next couple of weeks and just wanted all of you to know that things are moving forward with Deere.

Everyone's efforts to make this a lasting program is needed. Thank you.

"I just thought with things being a little short on freight lately you would like to know that we just received notice we will be serving the Deere Construction and Forestry Group for the next 2 years."

-Paul Martinson,

Rain Ruins 50th Anniversary

Hundreds of exhibitors from throughout the country had products on display, the show had a fantastic opening day September 23rd and then the sky opened and released over five inches of rain late Tuesday and Wednesday forcing show organizers to cancel the 50th anniversary celebration.

The 2003 Farm Progress Show, known as the "Super Bowl of Agriculture," returned to the Vermillion County site where the first show was held 50 years ago. Diamond Transportation has been a prime carrier for CNH and others for shows just like this one for over 20 years.

"A rain-out like this one doesn't affect us," said Rebecca Beck, National Sales Executive for Diamond. "We just have to move everything out sooner, and exhibitors lose a lot of money when this happens."

Rebecca has been managing show traffic and representing Diamond at the FPS for 14 years. Look for more show traffic in mid-October for the Sunbelt Agricultural Expo in Moultrie, GA and at the FFA National Convention in Louisville in late October-early November.



Business Cards Key

With a sluggish economy affecting all of us, it is important for us to take extra steps to find new freight and new customers.

One way to help ourselves is to use all opportunities to hand out your business cards. Make it a habit to hand them out anytime you are loading someplace new.

This way shippers have the opportunity to call us and offer us freight. It may seem like a little thing, but it benefits us all.

When a shipper gets in a situation where his base carrier cannot supply the equipment he needs, he must call someone else. WHY NOT DIAMOND?

THE DISPATCH PERSPECTIVE

As you know, Diamond places a high priority on communication. Nowhere is communication more critical to your success than between you and your dispatcher.

In order for dispatch to be most accessible to you, we ask that you use the voice mail system whenever possible to check in for routine, non-urgent calls. Leave your truck number, date, time, location and call back information. Your dispatcher will get back to you as soon as possible.

Many calls made to dispatchers actually belong in the Solution Center. Be sure to contact Cindy, Gary or Liz for all issues not pertaining directly to dispatch. That way, your dispatcher will be able to focus on his primary objective which is getting you dispatched in a timely manner. This will cut down on the time you spend on hold, which also lowers your cell phone bill!



SAFETY & COMPLIANCE

SAFETY AWARDS

ATA Safety and Loss Prevention Management Council Awards

1st Place—Industrial Safety Contest: The criteria is for hours worked in ratio to time lost.

3rd Place—National Truck Safety: Ratio of accidents to miles driven.

Division Improvement Award

News and Notes

SOUTH DAKOTA—allows only a 4' rear overhang rear of the trailer. The Permit Department will obtain a permit if you have more than 4' overhang. Most states allow 5' rear overhang as long as the trailer and load do not exceed 53' overall length. All states require flagging during the day and lights at night on the rear of the overhang.

MARYLAND—is assessing a \$55.00 fine for not wearing your seatbelt. Buckle up and save yourself \$\$\$.

NEW YORK CITY—In November, penalties for commercial vehicles that stray off designated truck routes become tougher. First offense fines are up to \$500 and subsequent fines up to \$2000 with points and possible jail time.

ATTITUDE—A recent question was asked of a State Patrol Officer. "For what infraction do you give the most tickets?" The response, "I give the most tickets for *attitude*." In many cases, he's prepared to give a warning, but when the driver (truck or car) is rude, disrespectful or discourteous, they are going to get that ticket and he's going to be looking for a secondary infraction. So, if you're pulled over, keep you cool—you might just get a warning instead of a ticket.

SECUREMENT—Effective January 2004 enforcement of the FMCSA's new rules on securement begins and the fines are substantial. Check you equipment before it's too late! Chains must be stamped either 7, 70 or 700 within every 10 links and straps cannot have any tears or rips.

Hours of Service

The new hours of service rules go into effect on January 4, 2004.

There were many criticisms about the new hours, however no further changes will be made by the Federal Motor Carrier Safety Administration.

"The new hours-of-service rule strikes a balance between reasonableness, consistency and enforcement-

ability, while improving safety and protecting all highway users," said FMCSA Administrator Annette Sandberg.

A card is being printed to show how to log under the new rules as well as a comparison with the current rules. We'll keep you posted if anything changes and to when the cards are available. Until 1-4-04, you must continue logging as you have.

In Case of Emergency...know what to do

As reflected in Diamond's safety record, many of you have never been involved in an accident.

This is just a friendly reminder that if you are involved, follow these simple rules.

I. Do

- A. Keep accurate log books.
- B. Have proper emergency equipment flares, flags and working fire extinguisher.
- C. Get names and addresses of any wit-

nesses and involved parties.

- D. Take photos - including the other party if they are walking around.
- E. Contact Diamond immediately.

II. Do Not

- A. Move an injured party - secure the area first.
- B. Leave the scene of the accident until released
- C. Do not talk to anyone except law enforcement officer
- D. Admit guilt - even if you feel you were at fault.

Anniversaries & Employee News

Diamond welcomes two new staff members: Chad Thur, our new Accounting Manager is back for his second tour of duty and Carolina Hentschel who was hired as our Accounting Assistant.

We would like to thank Tim Wolf for the job he did filling in as dispatcher while Terry Peaslee was on medical leave. We're happy to report that Terry has recovered nicely and is back on the dispatch desk full time.

Welcome back Terry!

Employee Anniversaries

- Randy Brown—13 yrs. October
- Terry Peaslee—10 yrs. October
- Mike Barrows—5 yrs. October
- Chris Linders—13 yrs. November
- John Marr—9 yrs. November
- Jeanie Kuehl—37 yrs. December
- Bill Hall—4 yrs/ December

Owner Operator Anniversaries

- Dan Casey—1 yr. October
- Ron Perry—2 yrs. October
- Loran Cheely—2 yrs November
- Phil Jostad—31 yrs. November
- Jeremy Mathison—2 yrs. November
- Rich Pocino—2 yrs. November
- Arlan Turk—21 yrs. November
- Irvin Woodruff—36 yrs. November
- Eric Crowe—1 yr. December
- Russ Sparks—22 yrs December
- Robert Sullivan—2 yrs. December
- Arvin Weber—11 yrs. December



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Congratulations, Arvin Weber!!

We are extremely pleased and proud to report that Arvin Weber has been selected by the Wisconsin Motor Carrier Association as the June 2003 Driver of the Month. Arvin has represented the trucking industry in an exemplary manner during his professional driving career, and is to be commended for his 34+ year safe driving record. We wish Arvin sincere congratulations and continued success in his career.



We're on the web
check us out at
www.diamondtrans.net

CONTRACTOR SERVICES

Know What You're Missing

Comdata Card = Fuel Discounts

This past year our owner-operators have saved over \$10,000 in fuel costs through the Partner Program with Comdata.

By purchasing at TA, Ambest & Kwik Trip stations across the nation using your Comdata card, we have entered into a program that provides you with the ability to purchase fuel for only \$.045 per gallon over the truck stop's cost.

In September we averaged savings at the above truck stops at \$.0689 less than the listed purchase price at the pump.

We will be sending a brochure to you in the next couple of weeks that lists the truck stops and how you can call and find out the price of fuel (not what is posted).

We checked the TA in Baltimore and found that the savings there was \$.199 per gallon (1.40 on your Comdata card vs. 1.599 if using cash at the pump). You will be able to check before you purchase so you can obtain the lowest cost available.

This is a program that we entered into to benefit you and we hope you continue to utilize it.

Customer Service

We put a great deal of effort into securing extra freight out of our existing facilities. It would be of great benefit to all of us to maintain the

level of service that these customers require.

CNH-Grand Island, NE. The most common complaint that we get from them is that drivers go to the facility to check on loads. You must not go to the plant until your dispatcher tells you your load is ready to go. At that point you may go to the plant and get your paperwork and hook-up to your load, but not before.

This is also the procedure to be followed at SMC in Sioux Falls, SD.

We believe that our group of owner operators are the best in the industry and we are confident that we can depend on all of you to adhere to this policy. Your attention to this matter will be greatly appreciated.

Deere Loading Procedure

At the Baltimore Mid-Atlantic Terminal, have a copy of your bill of lading ready for the dock clerk to get you loaded faster. Also, ask for full service because we are not to load freight at the dock. All you need to do is locate your units and secure it once it is loaded.

When delivering to the ports, you must call 48 hours ahead of delivery if you have any tires that need mounting to unload. Take down the name of whom you spoke with and tell your dispatcher. You will need to make a follow up call in the morning to verify your ETA.

The Daily Routine

LOGS—Make sure you put your delivery pro number on your log and that you also include the word delivery or pickup on your log flag. This is very important in those situations where the delivery day's log and the delivery receipt come in on different days.

VOICE MAIL—Diamond asks that you please check your voice mail twice a day! Only 10 messages can be saved, so erase them promptly, otherwise your mailbox will fill up and you will have to contact Contractor Services to correct the problem.

Once a year, the voice mail system automatically recycles your password. When this occurs you will be asked to enter a new password, which you can do by putting in four new numbers. Then, stay on the line and it will ask again if you want to enter a new password and then you can re-enter your previous password.

CHECK CALLS—Diamond (as a service provider) places high priority on communication. Nowhere is communication more critical to your success than between you and your dispatcher.

For this reason, we are implementing a check call requirement. The requirement is to call in by 10:00 a.m. utilizing the automated check call feature every weekday. Pickups and deliveries will still require you to speak directly to your dispatcher.

The automated check call allows us to confidently plan your next load, while not tying you up on the phone. The check call consists of your name, truck #, trailer #, current location and the ETA of your next stop. Thank you for your cooperation