

The Diamond Dust

Owner Honored with Babbitt Award

Madison, WI—The Wisconsin Motor Carriers Association (WMCA) presented its' highest honor, the Babbitt Award, to Diamond co-owner Richard 'Buck' Jenkins this past November 13th at the WMCA annual meetings in Madison, WI.

"Buck is very well deserving," said Tom Howells, President of the WMCA. "We think the world of Buck. He's a great supporter of the WMCA, as well as the TCA."

The award, named after its' donor Frank W. Babbitt, was established in 1977 to recognize service and encourage a tradition of public and industry service amongst its' members. Each year the award is given on behalf of the association to an individual who has shown outstanding service to the association, the trucking industry, and the community.

Eligibility for the Babbitt Award is based on three criteria—service to the association, the trucking industry and to the community. The award itself is a traveling 5-foot trophy that Buck proudly displays in his office. He also received a plaque which he displays proudly above his computer.



Buck with Babbitt Award & Plaque



Babbitt Award Plaque

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Owner Operator of the Year Jostad

Diamond Elects Owner Operator of the Year

Diamond is pleased to announce the Owner Operator of the Year for 2003 is Phil Jostad.

Phil joined Diamond in November 1972 and has been a loyal, contributing member of our team ever since. He never lets Diamond down when we are in a bind and is always a pleasure when he visits the office.

Phil was excited that he had won but was a bit tongue-tied when he heard about the award. When asked what he thought contributed most to his suc-

cess, he said, "...staying safe, being extra cautious, and taking your time to make sure you get things right." Good advice, Phil!

Phil lives in Holmen, WI with his wife, Sharon. He relaxes by wood crafting outdoor yard ornaments and spending time in his garden.

Join us in congratulating Phil on this outstanding achievement. Diamond is honored to have Phil with us and we thank him for so many quality years of service.

Owner Operators of the Month - Foreman, Dake & Mathison

Congratulations to Rex Foreman, David Dake and Jeremy Mathison who set themselves apart this past quarter, earning Diamond's Owner-Operator of the Month awards.

Rex, one of our most dedicated professionals, has been with Diamond for 32 years. Rex hails from Strasburg, IL where he resides with his wife, Ada. Although his children are grown, two of his grandchildren live close enough that Rex can chase them on a regular basis. He also enjoys visiting his grandchildren in Missouri and California. In his spare time, Rex enjoys gardening and his computer.

David is one of the newer members of the Diamond Family. Leasing on in July 2003, David brings a tremendous amount of knowledge and experience in the specialized freight industry. He travels with his wife Patricia. David is from Wisconsin and like a lot of us, enjoys hunting and fishing.

Jeremy joined Diamond in November of 2001 and hails from Bagley, Minnesota. Jeremy is not only a dedicated driving professional, but also one of the most pleasant visitors to our office. Jeremy enjoys fishing in the summer, and snowmobiling and hunting in the winter, but has the most fun spending time with his friend Raina and 5 year old daughter, Rachel.



Foreman



Dake



Mathison

AGENTS AND CUSTOMERS

TOP-FIVE AGENTS OCTOBER– DECEMBER

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

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: Start the Clock on Detention

This past month I indicated in a letter to you that we are going to crack down on shippers and consignees. Some can cause you to be detained at their facilities beyond the 2 hours of free time they are allowed.

We are aware that some equipment that we are hauling takes time to load/unload. You, the driver, need to call your dispatcher in advance and advise him when you have been there for 2 hours, or when you are approaching 2 hours. Make the call as soon as you know that the load will not be loaded or unloaded within that time.

This provides the Diamond sales group the ability to contact the customer and provide them notification of the delay and that charges will occur (of which you receive your percentage).

Also, make sure that you get your detention time signed for by the shipper or consignee. That backup is vital to complete the billing. If you wait until you have left the pickup or delivery site, it is too late. There is no way to bill on our word against the shipper.

- Paul Martinson, President

"As an industry we need to be compensated for waiting time to load and unload...aside from detention time."

**-Joyce Jordan, TCA
Independent Contractor
Division Chairman**

Diamond Delivers Milestone Tractor

The 100,000th Case Magnum tractor rolled off the assembly line this past December and Diamond was there to make the pick up. Veteran owner operator, Phil Jostad, delivered the tractor, an MX285 adorned with special graphics to recognize its exclusive status, to its new owner, Gerald Forsythe, on December 12th.

Introduced in 1987, Case Magnum tractors have logged an estimated 400 million hours of operation. The 100,000th Magnum tractor has the full range of options including a heated leather seat and is rated at 240 PTO hp. It's the most powerful row-crop tractor produced by Case.

Forsythe, a successful property developer and businessman, spent his share of hours behind the wheel of Farmall H and C tractors, helping his father and grandfather on their farm.

Forsythe owns and manages 20,000 acres in Illinois. He has also built a collection of red tractors like the ones he ran in his youth. His collection of reconditioned tractors includes two Hs, a B, an M, a white C demonstrator and a 1460 got a boost when he took delivery of the commemorative Magnum.



Thank You, Operators

Our owner operators are a direct extension of our business. They assist us in the retention of customers and the growth of new and existing customers.

The professionalism shown and communication given are recognized by both shippers and consignees. We would like to thank you for a great job. We also encourage owner operators to leave their business card with the consignees. There is always a possibility that traffic may be generated out of those facilities.

We have had inquiries over the years that have led to additional business because of the courtesy shown.

THE DISPATCH PERSPECTIVE—"Run the System"

We frequently hear the question; "What can I do to improve my revenue?" The answer is actually quite simple - just **run the system!**

Top revenue generators know this means take the load offered and go. Don't hesitate, it may be gone soon. Getting that load delivered as soon as possible and getting the next load are the priorities. Worrying about how you will get back is not a priority and they know it!

High revenue is generated by a positive, can-do attitude and

hard work. If offered a tarped load, take it! If offered a load to Canada, take that as well; they are big revenue loads!

Being on the move makes money, while sitting around analyzing every load costs money. There are great paying loads and average paying loads, but understand that 'cents per mile' does not create a paycheck

Running every load you can get your hands on is what creates top level pay. And remember, constant communication with your dispatcher and on-time delivery will make it even easier to reach your professional goals!

SAFETY & COMPLIANCE

New Hours of Service Now in Effect

As you all should know by now, the new Hours of Service rules went into affect on January 4, 2004.

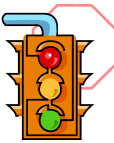
Some of the more important points which need to be remembered are the 11 & 14 hour rules. A driver may drive 11 hours after 10 hours off-duty but may not drive beyond the 14th hour after coming on-duty following 10 hours off duty.

A driver may not drive after 60/70 hours on-duty in 7/8 consecutive days. A driver may restart a 7/8 consecutive day period after taking 34 or more consecutive hours off-duty.

A combination of consecutive sleeper berth time and off-duty time totaling at least 10 hours may be used to comply with the 10 hour off-duty requirement in sleeper berth operations.

With questions regarding the new rules please feel free to contact Debbie in the Logs Department or Cindy in Contractor Services.

Pre-Trips Ensure Safe Trips



Manufacturers advocate brake system inspections and maintenance for your truck. Effective pre-trip inspections are also a big part of preventive maintenance.

Some things you should be aware of to help avoid braking problems on the road include obvious things, such as loose or hanging components and missing or broken parts.

Make sure the plug on the top of the spring brake is in place. Be sure to check the spring brakes for wear. It has been found that the corrosive action on the new salt sprays deteriorate brakes faster.

Visually inspect the stroke rod measurement on newer

brake chambers and take a look at the angle of a slack adjuster—90 degrees or more with the brake applied, may mean it's out of adjustment. Inspect brake linings for cracks and thickness, if possible. Know how the ABS warning lights function and check other gauges for signs that the brakes are working.

Apply the brakes and listen for leaks. A pressure test to see if the system holds pressure for 20-60 seconds at idle provides a good sign that there is an air system leak.

Make sure the glad hand seals are in place and not damaged. Exposure to snow, rain, bugs and other debris can cause problems with air systems and brake function.

By doing the appropriate pre-trip inspection, you should have a smooth and safe trip down the road!

The 14-Hour Rule Includes:

- ⇒ On-duty time
- ⇒ Off-duty time not spent in the sleeper berth
- ⇒ Sleeper berth time of less than two hours
- ⇒ Sleeper berth time of two hours or more that is not one of the two periods used to accumulate 10 hours of off-duty time.

News and Notes

OHIO ANNUALS—Both agricultural and construction machinery Ohio annual permits are being ordered. They are good for up to 12' wide for construction and 14' on farm equipment; it does not include height. Your annual permit will be in the mail within the next few weeks. When ordering your permit indicate that you have annual; no need for an Ohio.

KY—You can run seven days a week day or night up to 14' high, 14' wide and/or 120,000 lbs. There are still time restriction in Louisville, Cincinnati, Lexington and Owensboro bridge, 7-9 am and 4-6 pm Monday thru Friday.

KY—There is now an exception from the 6% sales tax on repairs or replacement parts involved in interstate commerce.

CHAIN LAWS—CA, CO, ID, MT, NV, OR, UT, WA, WY may require chains to be carried on the vehicle and put on during severe driving conditions.

Employee News & Anniversaries

Diamond congratulates everyone for spending another year with us. We at Diamond are happy that you are with us. We look forward to even more success 2004 and beyond.

Employee Anniversaries

- Lee Reynolds—14 yrs. January
- Tari Herman—10 yrs. January
- Jon Coca—9 yrs. January
- Cindy Allen—3 yrs. January
- Helen Leitzel—31 yrs. February
- Ginny Dahl—20 yrs. February
- Danny Thompson—1 yr. February
- Gary Snyder—26 yrs. March
- Lynn Johansen—3 yrs. March
- Carolina Hentschel—1 yr. March

Owner Operator Anniversaries

- Tony Barbera—8 yrs. February
- Sam Billingsley—15 yrs. January
- Glen Bonaparte—4 yrs. March
- Steve Bussone—1 yr. March
- Charlie Coe—9 yrs. February
- Tim Gauthier—6 yrs. February
- Stanley Hauschild—3 yrs. February
- Michael Hepler—1 yr. March
- Richard Nunn—1 yr. March
- Greg St. Martin—15 yrs. March
- James Yates—1 yr. January
- Dennis Yowger—1 yr. February

CONTRACTOR SERVICES

The Alliance Contractor Success Program

Diamond is pleased to announce a partnership with The Alliance, an organization of independent consultants, provides expert advice to help trucking professionals maximize their revenue and reach their financial goals. The Alliance Contractor Success Program offers unmatched business services exclusively to owner operators.

Diamond pays the first 90 days and by participating in The Alliance's Contractor Success Program, you will receive 90 days of unlimited business and tax consultation.

The Alliance will perform an in-depth business evaluation and develop a 'personal busi-

ness plan' specific to your operation. The Alliance also audits your previous 3 years' tax returns, at no charge to you, ensuring that you've taken advantage of every deductible and depreciation legally available to you.

Throughout the program you will learn fail-safe business techniques to lower your cost-per-mile and operate more profitably. The Contractor Success Program also includes its "Success for Owner Operators" series (3 booklet or audio CD) and a Tax Deduction Guide.

Diamond has researched the marketplace and determined The Alliance is uniquely qualified to assist its owner operators. We are

The Daily Routine

LOGS—Effective immediately, no logs will be accepted that show an average speed exceeding 65 miles per hour for a 10 hour period. The DOT is very explicit in the fact that a commercial motor vehicle (CMV) cannot average speeds in excess of 65 mph even when the speed limit exceeds 65 mph in some states. Violation notices will be sent to any operator failing to abide by these rules.

SECUREMENT—The new securement regulations have been in effect for over a year now. Up to this point there has been no enforcement, but this is going to change. Each of your chains need to be grade 7 or better. On your chains you will find a number 7, 70 or 700. It may be on every link, but must be on at least every 10th link. If you do not have every link marked, then mark them! One easy way is to take a plastic tie and tie it tight on a link that's marked. This way you will be able to locate it immediately when asked at a scale or roadside check. If you want more information regarding the securement regulations dealing with the amount of weight a chain can secure please contact contractor services.

LOADING/UNLOADING—DON'T! It's the shipper or consignee's responsibility to put the equipment on and remove it from the trailer. You are only required secure, tarp (if necessary) pickup and deliver the load. Don't take a chance of injuring yourself driving or handling the product and subsequently losing time due to someone else's irresponsibility. If you are requested to perform loading or

unloading tell the person that you have been instructed by Diamond and their insurance carrier not to. If a problem exists please contact your dispatcher and they will discuss the matter with the shipper/consignee.

TAPING STACKS—Many times when hauling machinery it is required that you tape the stacks. This is to prevent wind drafts from causing the blowers to spin backward and damage the turbo. Reusable exhaust stack covers made of vinyl are available in four different sizes: 3 1/2", 5", 6" & 7" diameter. The prices are \$5, \$6, \$6 & 7\$ respectively. These are easily tied down with a bungee strap. If anyone is interested please contact contractor services and we will have them for you in two weeks or so.

DAMAGED TIRES—Tire returns have been a concern for a long time, and hauling them around until you get to Racine or Bettendorf was a hassle. Effective immediately, when replacing a tire on the road, you will have the option of taking a picture of the damaged tire with the DTS number visible then send it in to us within 30 days for reimbursement. If you choose to bring the tire to our terminal but can't get there within 30 days, remember to notify us of the delay.

TRAILER DUNNAGE—Please clear all dunnage/nails off trailers before dropping. Especially in winter, snow covers the trailers and you or the next person could get a nail through your foot. Also carry a bag of ice melt to help insure traction for loading on slippery trailers.



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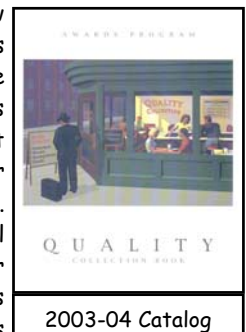
Comments and Questions
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Diamond Ends Partnership with Pay Back Systems

Diamond Transportation ended its contract with Pay Back Systems, Inc. Pay Back administered the Meet the Challenge program for Diamond until December.

Diamond made the decision based on a couple of contributing factors. First there were some delays in order fulfillment which Diamond felt were unacceptable. Second, it was discovered that Diamond could save nearly 50% of its' cost by administering the program in house.

A new catalog is available and has been sent to your house. Please call contractor services with orders in the future.



Note: Clarification regarding on-time pickup and delivery. When at home or off duty for a period of time, you will be held accountable for the time which you set to be available. Example: If you tell your dispatcher that you will be available at 8 am on Monday morning and you do not call in or your dispatcher cannot reach you by 8 am Monday, you lose your on-time pickup and delivery points.