



Diamond Transportation System, Inc.

Volume 3, Issue 1

First Quarter 2005

The Diamond Dust

NEW INCENTIVE PROGRAM IN PLACE

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Diamond Transportation's new bonus program is in place. The Annual Contractor Incentive (ACI) program is its' name and it is retroactive to October 1, 2004.

Diamond felt it was necessary to replace the Meet the Challenge program with a program that truly rewards our hard working owner operators. The ACI program awards a bonus based on truck earning, minus fuel surcharge, each quarter of the year and is payable in full, yearly, on November 15th.

This program is based solely on the earnings of the owner operator and the truck. We have programs in place for monthly and yearly recognition (Owner Operator of the Year/Month) along with safety programs like Top Gun and the roadside

inspection award (outlined later in the newsletter).

The bonus kicks in when an owner operator reaches the \$25,000 mark in earnings, not including fuel surcharge, for a quarter. After the goal is reached, the owner operator is awarded up to 2% of the earnings for the quarter based on years of service. (See the chart on page 4).

The quarter breakdown for the yearly bonus begins with the fourth quarter of the calendar year (Oct.—Dec.) and ends after the third quarter of the following year (July—Sept). The quarterly bonuses will be combined and paid on November 15th for the full year to owner operators leased on with Diamond at that time. The bonus

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Diamond/MHA Strikes Deal with TA Truck Stops

Diamond Transportation's relationship with the Machinery Haulers Association has once again benefited both Diamond and its' owner operators.



This sign could save you \$\$

Helped by the buying power of the MHA, Diamond has developed a great program to discount fuel at participating Travel Centers of America and Rip Griffin truck stops (recently purchased by TA).

Information packets have been sent out

to each of our owner operator's that include all the information necessary to take advantage of the program. The packet includes a welcome letter, RoadKing Club membership info, coupons, a directory of all TA locations and a card with the teleprice phone number.

The way the program works is simple. All you have to do is a little pre-planning of your fuel stops and make a call.

Using the directory and the teleprice phone card. Simply look up the fuel stop in the directory and find the corresponding four-digit code. Dial the teleprice number (1-800-494-FUEL) and follow the prompts to check fuel price. Enter the four-digit code and listen for the current fuel cost.

Once you have the cost add two cents. That will be your fuel cost unless the pump price happens to be less for that day.

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Foreman Is Owner Operator of the Year

Diamond Transportation is pleased to announce the Owner Operator of the Year for 2004, Rex Foreman.

Rex, with Diamond since April 1981, has been a consistent top performer ever since. His industry expertise, professionalism and disposition are appreciated.

Rex drives a 2001 brown Western Star and is often accompanied by his wife, Ada.

For relaxation, Rex enjoys putting in the yard, surfing the web, and spoiling his grandchildren.

Always humble, Rex gives much credit to Ada for her role in his life. "I don't have a lot going on other than my truck and my family," said Rex.

This is Rex's first OO of the Year award. If you see him, I am sure you will join us in congratulating him on this well-deserved honor.

Paul Martinson presents Rex Foreman with his Owner Operator of the Year certificate.



CUSTOMERS AND AGENTS

Shipper News: New Customers and What To Look For

With new customers, there are issues of which you need to be aware.

Shippers all seem to have a different form to use for their bills of lading. Some locations expect the carrier to issue a bill of lading and each of you have been provided with them. There are a few things that are important for you to be aware of when the shipper prepares the bill of lading.

1. Be sure that Diamond Transportation System, Inc. is the name of the Carrier. Many times a shipper will have the B/L made in advance and another carrier is listed. You need to strike out the other carrier and insert Diamond Transportation System, Inc. in its place.

2. Read the Bill of Lading to see if there are any required delivery sched-

ules, penalties for late arrival or a value of the product listed on the bill of lading. Any of these, if you have not been informed of them by your fleet manager, require you to call him and notify him of the situation.

3. There is a space on the bill of lading, usually in small print, that refers to Section 7. If this section is signed and it is a collect shipment it may mean that the customer may not have good credit. It does not mean this all the time, but if you do see this, you need to contact your fleet manager and he will see that customer service looks into the situation before we make delivery.

4. When signing the Bill of Lading you need to make any notations of shortages or damage to the product. Always do a

count to be sure that all pieces are accounted for. If there are too many or it is difficult to locate them due to being put in bins, hoppers, etc. then you need to sign the bill of lading with the following words: "Subject to SLWC". This provides us the ability, if there is a piece missing, to deny a claim. SLWC means Shipper Load Weight and Count.

5. Not to be overlooked, is the need when signing the bill of lading, to sign it with your signature and Diamond Transportation System, Inc. Usually there is a place for the company name as well as your signature. You should be aware that both your name and Diamond's need to be completed at the bottom of the Bill of Lading.

-Paul Martinson, President

The Daily Routine

CHECK CALLS—Due to increasing customer demands, Diamond Transportation is now requiring two check calls per day. As usual, owner operators are required to check in by 10 a.m. central time. Beginning immediately, owner operators are also required to make a second check call between 1 p.m. and 4 p.m. This will help Diamond to better satisfy the transportation needs of our customers.

YOUR CUSTOMERS—Are you aware that you could be receiving a commission of 4% on loads you don't haul? If you have a contact or information regarding shippers or custom-

ers, Diamond will pay our owner operators 4% of the gross revenue on all shipments moved for "your customer." If you have information that leads us to a customer, ask your fleet manager for the 'customer information form.'

WIDE SHIPMENTS IN AZ—Arizona is strictly enforcing the 55mph speed limit (mandatory while transporting any over dimension load). Violators will have permits voided and will be taken back to your point of entry. You will have to re-order a permit and repeat offenders could have their rights to haul OD shipments revoked.

TOP-FIVE AGENTS OCTOBER—DECEMBER

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

Diamond congratulates all of our agents for a job well done! Agents are a key to our success and we are always looking to expand agent traffic.

THE DISPATCH PERSPECTIVE

TRUST YOUR FLEET MANAGER

At Diamond, we understand and respect your owner operator right to a non-forced dispatch board. You own your own truck and business. It is completely your right to make those decisions that will affect your business (your truck).

Understanding this basic principle, I urge you to trust your fleet manager to make some of those decisions for you.

Many times in the world of freight, loads can come and go in the blink of an eye. Our sales and customer service staff may find a load and relay that load information back to the fleet manager. By the time the fleet manager reaches you, this



sometimes can take up to an hour or more, the freight may be booked with another carrier in that amount of time.

If you empower your fleet manager to make some of those decisions for you, it will go a long way in assuring that you have a load upon delivery. This will allow you to do the job at hand, driving safely and delivering cargo.

Diamond's most successful owner operators have this relationship with their fleet managers. The communication that goes on between those owner operators and their fleet manager along with the reliability of an owner operator to be where he is supposed to be at the correct time allows for our fleet managers to help owner operators become successful.

-Jon Coca, Vice President—Operations

SAFETY & COMPLIANCE

STAY SAFE: Set Your Safety Goals Higher in 2005!

The last couple of years have been relatively good ones in terms of minimal major accidents.

While our overall accident ratio (number of accidents per million miles) is good, it's not great. We again have avoided the catastrophic accidents. Obviously this is a major goal for 2005, but so is reducing our total number of accidents.

We are proud of your dedication to safe driving and, as you are aware, it doesn't get any easier from year to year with increased traffic, distractions such as cell phones, construction and, of course, the up-tick in road rage. With all this in mind, we ask you, as professional drivers, to rededicate yourselves to defensive driving. Stay heads up.

Maybe that sounds a little corny, but there is nothing more

effective than being prepared for the unexpected. When I look back at the owner operators at Diamond who have achieved great success in safety a common thread is always there. It is the knowledge that they are always going to encounter situations beyond their control, yet they are prepared mentally to avoid becoming involved in an accident.

I am convinced that driving skills amongst professional drivers, while not equal, are not that far apart. What sets the million milers and Top Gunners apart from the others is the mental preparedness and the pride that goes with staying accident free. Have a great 2005 and thanks for always thinking SAFETY

- Pat McLeod, Vice President—Administrative Services

News and Notes

ROADSIDE INSPECTIONS—Diamond is rewarding perfect 100% clean level one, two and three roadside inspections. For every inspection you receive without a violation, Diamond safety will award you \$50.00. This is our way of stressing the importance of keeping your logs, your tractor and the trailer fully compliant, as well as to say thanks for doing so.



LOADING/UNLOADING FREIGHT—Diamond would like to re-visit this area for a few minutes. As you are all aware, it is our policy that drivers do not load or unload freight. Over this past year, we have had several situations wherein a driver did this and it resulted in a claim and sometimes injury. We should always do everything in our power to avoid this scenario. If you get to the point where you see no choice, you must do the following: 1.) Secure the name of the person who said that the load can only be loaded or unloaded by the driver. 2.) Pass this information to your fleet manager. Your fleet manager will get the proper authorization from an officer of the company. This will go a long way in clearing your name of much of the liability and putting it back on the shipper/consignee or customer.

FILING LOGS—Remember, FMCSA rules require a driver's original logs to be submitted to your lease company within 13 days of the actual day of record. Diamond complies strictly with this rule and is enforcing its' no dispatch rule if your logs are incomplete or not on time.

Employee News & Anniversaries

Diamond Transportation would once again like to congratulate all of our employees and owner operators for another year of service. We appreciate all the work you do for us.

Diamond would especially like to thank Robert Troxel for all his years of service with us. This past December, Bob decided to sell his 1989 International and call it a career.

Bob was with Diamond for 38 years and was productive throughout all of them. Two knee surgeries contributed to Bob's decision, but regardless of the reason Diamond is grateful for his dedication to our company.

Employee Anniversaries

- Tari Herman—11 yrs. January
- Jon Coca—10 yrs. January
- Helen Leitzel—32 yrs. January
- Ginny Dahl—21 yrs. February
- Danny Thomson—2 yrs. Feb.
- Gary Snyder—27 yrs. March
- Lynn Johansen—4 yrs. March
- Carolina Hentschel—2 yrs. Mar

Owner Operator Anniversaries

- Sam Billingsley—17 yrs January
- James Yates—2 yrs. January
- James Reynolds—1 yr. January
- Bill Sesser—1 yr. January
- Ray Smith—1 yr. January
- Doyle Stratton—1 yr. January
- Marc Thur—1 yr. January
- Charlie Coe—10 yrs. February
- Tony Barbera—9 yrs. February
- Stanley Hauschild—4 yrs. Feb.
- Paul Fisher—1 yr. February
- Greg St. Martin—16 yrs. March
- Jim Atchley—7 yrs. March
- Richard Nunn—2 yrs. March
- Jim Hilliker—1 yr. March
- Greg Matthews—1 yr. March

New Owner Operators

- Scott Arnhold
- Don Dunlap
- Ron Koop
- Robert Best
- Patrick Horne
- Scott Krueger
- Tim Clements
- Sebastian Infantino
- Richard Lanford
- Doyle Clifton
- Shawn Kelly
- Phil Nelson
- Ken Kobmann

THE BACK PAGE

Last Word: Thank You From Recruiting

I'd like to start by saying thank you to each and every one of you for the day-to-day sacrifices you all make for the American people.

You're doing a great job and you should be proud of the role you play in keeping this country moving forward.

I'd also like to thank the Owner-Operators who kept a sharp eye out for the "Best of the Best", and referred them to Diamond. We paid out \$12,000 this year in referral bonuses and I

hope some of it went into your pocket. If not, that can certainly change in '05 by simply talking to other O/O's about Diamond and having them call in to Recruiting.

We will do the rest and the money will be yours. Set a goal of referring one person per month. Diamond will grow and your opportunities will grow right along with us!

Happy New Year from Liz and Jen!
Liz Bruns—Recruiting Director



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

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

TA FUEL, continued from page 1

For example, a fill-up of 200 gallons in Baltimore, MD on January 25 would cost you \$389.00 with our pricing at the TA. The cost at the nearest Flying J would be \$395.80 and the cost at the nearest Petro would be \$403.80. That could save you \$14.00 and that would really add up over a year's time.

A comparison of your cost, TA pump price, Flying J and Petro truck stops is shown below.

TA was able to strike this deal with Diamond with the hopes that our owner operators will develop a loyalty to the TA name and use their shop facilities, restaurants, and store.

FUEL PRICES as of 1-25-05

	Your cost	TA Pump	Flying J	Petro
MD	1.945	2.099	1.979	2.019
IN	1.761	1.781	1.799	1.979
CA	1.982	1.999	2.019	2.039
WI	1.974	9.979	1.989	2.029



Newsletter Email

Would like to have this newsletter emailed directly to your computer? 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 Adobe Acrobat format.

ACI PROGRAM, continued from page 1

is forfeited if an owner operator quits or a lease is terminated for any reason before the November 15th payout date.

The bonus levels, as mentioned, are based on years of service. A percentage of 1/2% is paid to owner operators hired during a program year (after Oct. 1) and to those in their first full year of the program. 1% is paid to operators in their 2nd and 3rd full years, 1 1/2% to operators in their 4th and 5th full years, and 2% to operators contracted to Diamond for six full years or more.

If the goals are reached, owner operators can earn a bonus anywhere from \$125 (1/2% bonus minimum for one quarter) to \$3,000 (2% bonus based on over \$35,000 earnings per quarter).

Diamond looks forward to this program and hopes that all our owner operators take full advantage of this program and its' profitable potential.

Bonus Pay Scale

1/2 %	Hired during a program year & 1st full yr.
1%	2nd and 3rd full year
1 1/2 %	4th and 5th full year
2%	6 years and more

Owner Operators of Month - Elliott, Barbera and Featherston

Congratulations to Jeff Elliott, Tony Barbera and Dicky Featherston who earned Diamond's Owner-Operator of the Month awards in October, November and December, respectively.

Jeff joined Diamond in June 2004 and travels in his 1999 Western Star with his wife, Jackie.

They exhibit a high level of professionalism and self-motivation which are huge assets to the Diamond team. Jeff and Jackie see themselves as professional tourists and if they stop for awhile, hopefully it is near their children in Maryland.

Tony has been with Diamond since

February 1996, and we're glad to have him and his expertise. When possible, he travels with man's best friend, his Bull Mastiff, Sheena. In his spare time, Tony and his fiancé, Laurel, are all about the outdoors; hunting, fishing, boating or out on the Harley...now that's relaxation!

Dicky became part of the Diamond team in August 2004. He brought loads of experience with him and that background, coupled with his adherence to the Diamond system, have contributed greatly to his success. When out of the truck, Dicky likes riding horses and spending time with his grandson, Malcolm.



Elliott



Barbera



Featherston