



Diamond Transportation System, Inc.

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The Diamond Dust Making Changes...Slowly But Surely!

Diamond Transportation is in the process of upgrading its transportation software to the newest version of Loadmaster. The new version of Loadmaster, called Loadmaster Enterprise Edition (LME), allows for more data to be extracted and put to use for reporting, benchmarking and goal-setting purposes.



As with any product you expect to get more out of, there is much more that needs to go into it. Because of this you will be hearing some new questions from your fleet managers. One example of this is in regard to your arrival and departure time

from shippers and consignees. This will help us to track loading and unloading time and in effect properly bill detention time. Previously, we would only ask when you delivered but now we need both the in and out times.

This, along with many other new features in the software, will help Diamond get a better handle on our own successes and failures, as well as those of our owner operators.

Diamond made the decision to upgrade back in September of last year and is in the final stages of making the transition. The change will occur on May 15th of this year.

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Hours of Service Rules in Court (from the TCA)

The Owner-Operator Independent Drivers Association (OOIDA) is not letting the new hours-of-service regulations for truck drivers stand without a fight. Back in December OOIDA filed a court challenge requesting review of the HOS regulations. OOIDA has petitioned the U.S. Court of Appeals for the District of Columbia Circuit to review the regulations.

OOIDA initially petitioned the Federal Motor Carrier Safety Administration (FMCSA) for two changes to the current HOS regulations in August and it was denied in December.

The current regulations are set up in such a way that if a trucker chooses to split up the required 10 hours of off-duty time, one of the two periods must be at least eight hours. That eight-hour rest period stops the 14-hour maximum on-duty clock. The other two off-duty hours can be taken at another time - either in the sleeper or out - to fulfill the 10-hour off-duty requirement, but they do not stop the 14-hour clock. The other change OOIDA requested involved the split sleeper-berth provision for team drivers.

OOIDA then decided to take the matter

to court. OOIDA currently is awaiting a response from the court to decide how to proceed next.

OOIDA filed its petition with the U.S. Court of Appeals for the District of Columbia Circuit in January. This particular lawsuit is worth noting as it compares favorably to TCA's policy on hours-of-service.

The TCA has a motion to intervene in the OOIDA lawsuit on HOS in February. The motion asked that the court allow their arguments relative to the permissible on-duty and mandatory off-duty requirements

Continued on page 4—Hours of service

Owner Operators of Month: White, Skillingstad, Cleary

Congratulations to Michael White, Casey Skillingstad and Billie Cleary who earned Owner Operator of the Month Awards for January, February and March in 2006.

Michael joined Diamond in August of 1991 and this is the first time he has been awarded this honor. His reliability and professionalism are his strongest qualities at an owner operator.

He lives in Missouri and in his spare time at home with his wife Carol he spends as much time possible with his grand daughter, Brenna, who is two years old.

Casey is a five-time winner of this award and he's been with Diamond since September of 1998. The main reason Casey is a repeat winner is his dedication to trucking.

He is constantly in the top five in miles and earning every year.

Casey and Marilyn have four children and two grandchildren. Not only does he spend time with his family, he also enjoys restoring old cars.

Billie, also a first-time winner, has been with Diamond since April of 2005. He made an immediate impact at Diamond by becoming one of our hardest workers and is always in our top ten for mileage. The Oregon native enjoys riding his Honda CR 500 dirt bike in his spare time.



White



Skillingstad



Cleary

CUSTOMERS AND AGENTS

SHIPPER NEWS: We All Have an Impact on Sales

Every person within an organization can and does have an impact on sales and how customers perceive that organization. I think that many employees, associates, contractors, etc. in a company believe that it is only the sales person who makes or breaks a particular sale or relationship with the customer.

This is not always the case and in fact it can be a person far removed from the account that can have a positive or negative effect. Taking good care of a customer involves all of us. From answering the phone when the customer initially calls to the attitude of the driver and even the accuracy of the invoice or the follow up for payment, every aspect of the transaction is impacted by what each of us does and affects how we are viewed.

We are all aware of the high level of competition in our business and the number of choices customers have to move their freight.



This fact makes it critical that we understand each of our roles in the process and the lasting impact (good or bad) it could have on that relationship.

Everyone is very busy these days and wearing several hats seems to be the rule and not the exception. The easier we make it for our customers to deal with us, the more they will want to deal with us. If our customer has to make follow up calls to get a quote or to check on the status of the truck or listen to a complaint from dock personnel, they are going to think twice before using us again. Ease of use is a phrase we should all remember. How easy was it to use Diamond and what overall perception was the customer left with.

We all have an impact on these items and we all have an impact on sales. Let's continue to work together to make sure we have a positive impact.

- Pat McLeod, Vice President—Sales & Marketing

Information Keys Success For Diamond

The success of both the company and the owner operator is dependent on having information and having good information. Because of this, Diamond has opened the lines of communication with 30-day and 90-day reviews, new orientation procedure and an updated driver handbook.

The 30-day and 90-day reviews cover both owner operator issues and Diamond issues. With this program we are finding areas that we are doing well and areas in need of change, correction or clarification. It is apparent that by listening to each of you, we can learn and understand better your issues and concerns.

Our orientation is now more intensive. Diamond employees handling logs, permits or settle-

ment, for instance, are now doing the necessary training for that department. This provides new owner operators with a clearer understanding of our needs and gives proper training in order to make things flow smoothly once they are out there over the road.

Diamond has also completed an update of all the information in the owner operator handbook. It will be in two parts with one book dealing with the various departments and programs we are offering and the other dealing with licensing and permits. All owner operators will be receiving a copy and will receive any updates to the handbook as they arise.

-Paul Martinson, President

**TOP-FIVE AGENTS
OCTOBER—DECEMBER**

1. Brenda Suttles
2. Rob Hartman
3. Larry Meeks
4. Joe Haskins
5. Bill Baker

Diamond congratulates all of our agents! Our agents are considered a large part of our sales force and customer base. Remember commission invoices are due on Tuesday for Thursday payment.

THE DISPATCH PERSPECTIVE

THE GOLDEN RULE—"Treat others how you want to be treated." This is a phrase that goes back to the first days of school and applies here at Diamond. More precisely, it translates to "treat our equipment as if it were your own" or "drop a trailer the way you would like it when you pick it up."

Remember, it is the owner operator's responsibility to remove all blocks, nails and debris from a trailer before dropping it. This has been an ongoing issue and can cause problems, especially when the trailers are dropped in a drop yard where we don't service the trailers. Just think about what you would do if you had to pick up a trailer and remove someone else's dunnage or nails.

Also, when you are out on the road, make sure you report any

damage done to a trailer whether it was your fault or not. This includes any damage to the floorboards, outrigger boards, lights or wiring. Call in and report the damage and if you feel you can fix the problem yourself we will give you authorization.

It is also important that you drop the trailers in the proper locations. In many areas we have two trailer pools and it is important that we communicate where the trailers are being dropped. If we don't have the proper information our fleet managers may send the next person to an incorrect location. If you are unsure of where to drop the trailer, ask and your fleet manager will give you proper directions.

Attention to these small details will help us with a smooth operation.

-Jon Coca, Vice President—Operations



Does this look like a trailer that you would want to pick up?

SAFETY & COMPLIANCE

DRIVE SAFE: Your Motor Vehicle Record Is Our Record

You all know how important a safe driving record is in this industry. Everyone strives to have a clear motor vehicle record (MVR), but that's just one part of your overall driving record.

Many factors contribute to a clean driving record. Your MVR, accident frequency, cargo claims, DOT violations, out-of-service (OOS) violations and logging violations all get factored into your overall record. By keeping your record clear of these types of violations, you not only protect your driving record, which protects your livelihood, you also help yourself to qualify for safety programs which reduce your insurance costs as well as ours.

Every time you have an accident or a DOT violation, it gets recorded on our SafeStat record. SafeStat scores Diamond much like you earn a credit score. Our score influences the cost of our insurance and whether or

not a customer will do business with us. The better our score the greater our chance for lower insurance rates and a greater customer base. These will benefit both of us.

Remember, Diamond will pay you \$50 for every clear DOT inspection you receive on any level 1, 2 or 3 inspection. We also offer the Top Gun Club which rewards you with hats, jackets, patches and certificates. You also qualify for a reduction in your bobtail insurance and a yearly rebate on your physical damage if you purchase that insurance through our program here.

We appreciate your dedication to safe driving and realize that it gets harder out there every year with rising costs to run your truck, increased traffic, construction and many other distractions. We ask that you pay extra attention to all aspects of your safety record, and help us reduce your costs and ours.

- Diane Dahse, Safety Director



MEASURE YOUR LOADS!

Things won't always be this clear,

News and Notes

CONSTRUCTION SEASON—There is a saying among drivers, "Trucking has two seasons: winter and construction." Since temperatures are increasing and orange barrels are appearing, it must be construction season! States are increasing fines for traffic violations in construction zones. Accidents leading to the injury or death of construction workers now carry a mandatory jail sentence in many states. Be patient, getting upset with vehicles that are using the shoulder to get around traffic does nothing other than raise blood pressure.—*Slow down, be alert and leave room for other people's errors.*

BACKING ACCIDENTS—A truck driver spends less than one percent of driving time going in reverse, yet backing accidents account for 22.4% of all accidents. Backing accidents frequently occur at truck stops while backing into parking spots. It is the driver's responsibility to be aware of what is around and behind the vehicle at all times. Please make sure your mirrors are in place and adjusted properly. If necessary, install additional mirrors to increase the field of vision. Avoid blind-side backing.

Employee News & Anniversaries

As always Diamond expresses its gratitude for another year of service and welcomes the new owner operators listed below. We also welcome three new office employees to our team.

Alyse Mireles steps in as our new recruiting director. Alyse comes to us from a staffing firm where she was the VP of sales. Being in charge of the sales and recruiting divisions she has the background knowledge it takes to meet the expectations of any applicant looking to lease with Diamond. She will be working with our new recruiter Mark Feldmann.

Matt Winkler, fleet manager, was making deliveries for a local company while following up on with sales. Before that, Matt was a district manager for our local newspaper distribution.

Employee Anniversaries

- Paul Martinson—34 yrs. April
- Tony Sharpe—16 yrs. April
- Pete Petkus—13 yrs. April
- Kathy Kerl—20 yrs. May
- Judy Gregory—20 yrs. May
- Pat McLeod—15 yrs. May
- Diane Dahse—13 yrs. May
- Penny Wisely—5 yrs. June
- Liz Dinda—1 yr. June

New Owner Operators

- Richard Beeson
- Tim Christensen
- Bruce Cobine
- Rhett Cutts
- John Edwards
- Gary Gawart
- Ron Rhodes
- Ray Selvage
- Alan Sparks
- Eugene Spicer
- Kelvin Walley
- Lester Weber
- Charles Talley
- Elaine Leigh

Owner Operator Anniversaries

- Ralph Ashley—1 yr. April
- Royce Brower—2 yrs. April
- Harry Butzer—23 yrs. May
- Gerry Christensen—8 yrs. April
- Billie Cleary—1 yr. April
- Ron Cook—5 yrs. May
- John W. Doyle III—15 yrs. June
- Ted Everhart—1 yr. April
- Rex Foreman—24 yrs. April
- Mel Scalia—1 yr. May
- Paul Sizemore—1 yr. May
- Duayn Tatro—1 yr. April
- Scott Tolbert—1 yr. April
- Cliff VanTassel—1 yr. April
- Don Welker—7 yrs. April
- Gus Widmer—5 yrs. May

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The Recruiting Corner: Big Changes

There are two new faces in Recruiting this year. We have a new recruiting director, Alyse Mireles, and a new recruiter, Mark Feldmann. Both of us are excited to learn everything there is to know about the trucking business. The more we know, the better prepared we are to attract qualified, experienced owner operators to our fleet.

As Diamond's new recruiting director, I already have met many outstanding, interesting, enthusiastic owner operators, and hope to meet more in the future. I look forward to meeting each of you as you come through Racine or at the upcoming Great American Trucking Show in Dallas, TX.

We also want to remind our current owner operators to talk up Diamond with other drivers whenever you get the chance. You are our eyes and ears over the road. You are the best representatives we have. If you find owner operators who are interested in leasing with Diamond, just give them our number, tell them to call us, and we'll take care of the rest!

Also remember - current owner operators who refer new drivers to us get a bonus of \$1,250. Just think what getting one new owner operator for us each month would add to your bottom line. Right now seven of our owner-operators are getting bonuses for bringing new people to us. Way to go, guys, and keep up the good work and thank you for promoting Diamond and helping expand the fleet. - *Alyse Mireles, Recruiting Director*



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The Daily Routine

IMITATION TRUCK PARTS—Sales of counterfeit parts for use on heavy-duty trucks are posing safety risks to fleets, with the largest problem being brake components. Parts that do not meet braking system specifications compromise truck safety because they can cause increased wear to other components, lead to premature part failure and increase stopping distance. There are different standards for each component, so if you use a genuine part, you can be sure it is within those standards.

MORNING MEETINGS—Remember every morning between 7:45 and 8 am our fleet managers and customer service representatives have an operations meeting to discuss urgent matters of the day like loads reaching service failure status and specific driver needs like home time. Our fleet managers are unavailable to take calls at this time.

ARIZONA PERMITS—We are now cleared to have our AZ permits ordered online. We can only hope that this will speed up the ordering process. One thing you do need to look for if you receive an AZ permit is your correct weights. If you are overweight double check your permit before entering the state. This has been a glitch in the new system.




Diamond and Cingular Wireless have entered into a national account.

Diamond owner operators can order many phones free of charge with a great rate plan directly through Diamond. We will pass the phone bill directly through to our owner operators via settlement, so there are no credit checks done. Cingular's 'Allover Network' is the nations largest digital network, so your coverage is excellent. If you are interested in one of the plans below just ask your fleet manager to tell you more. All plans include 'rollover minutes' (unused minutes can be used the next month) and all plans 900 and up include unlimited mobile-to-mobile and night and weekend minutes.

Minutes	Cost	Minutes	Cost
450	39.99	900	49.99
1350	79.99	2000	99.99
4000	149.99	6000	199.99

Newsletter by 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.



Hours of Service (continued from page 1)

for both single and team drivers using a vehicle equipped with a sleeper berth. In February, five groups requested to review the part of the rule which allows drivers to drive 11 consecutive hours before taking a mandatory 10-hour off-duty break.

Studies are mixed on the impact of the HOS rule on fatigue. Drivers are getting more rest, but they are also reporting more instances of drowsy driving. The number of fatal accidents involving large trucks, however, has not substantially increased since the new rule went into effect.

The ATA has since filed a motion to intervene in the most recent challenge to the HOS rules, supporting FMCSA...so stay tuned.

Summary of Crash Likelihood for Speeding Drivers

(Source: ATRI)

IF A DRIVER HAD:	THE CRASH LIKELIHOOD INCREASES:
A driving too fast for conditions conviction	62%
A speeding more than 15 miles over speed limit conviction	56%
A speeding violation	35%
A speeding 1-15 miles over speed limit conviction	26%