



**Special Points of Interest:**

- Mercer Transportation
- Inaugural Mike Russell award winner.
- Our health is something we take for granted- *TransAmerica*



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We at *Freight Haulers of America* would like to welcome you to our 1st edition of our quarterly newsletter. We are looking forward to being able to communicate with all of our members, companies and carriers that are apart of the *Freight Haulers of America* Team. The purpose of the *Freight Haulers of America* newsletter will be to discuss what's going on with our association as well as the trucking industry.

Some of the things we will be focusing on will be updated benefits and services offered to our members, any topics and issues or comments that our members, companies, and carriers would like us to display that would be useful information to the trucking industry. This includes any events, awards, or recognitions that a member, company or carrier would like for us to showcase. *Freight Haulers of America* is here to meet the needs of it members.

If you have any questions, concerns or comments for us to discuss in our quarterly newsletter please contact Charity Dycus at [cdycus@tpins.com](mailto:cdycus@tpins.com) for your request.

Thank You,

**Donald Ray Pennington**  
**Founder/President/ CEO**  
*Freight Haulers of America*

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“We are excited to join this partnership with *Freight Haulers of America*. KMTA is always looking to increase the value of being a member of KMTA. Health Insurance continues to increase everyday which is making it more and more difficult for companies to offer their employee’s quality health plans. This partnership will give our members another option when choosing a health care plan.”

**President/CEO**  
**KMTA**  
**-Jamie Fiepke-**



Check out what Kentucky Motor Transport Association can do for your company at [www.kentuckytrucker.com](http://www.kentuckytrucker.com).

## Carrier of the Quarter



### *Mercer Transportation*

Louisville, KY

*Our dedication to providing outstanding service and maintaining the highest safety standards continues to serve us and our customers well. We've summed up these guiding principles in our Mission statement: The employees of Mercer Transportation Co., Inc. are obligated to each other, our customers, our contractors, our agents, our community, and the public at large to promote safety, quality, dependability and professionalism in all we do. We are committed to promoting continuous improvement in all job functions. Our goals are:*

- *To recognize that agents, drivers/owner-operators, shippers, consignees, and third party arrangers of transportation are our customers, and that employees are customers too.*
- *To provide customer service beyond expectation through safe, efficient and reliable transportation, and to treat each customer in a professional and courteous manner at all times.*
- *As a team, we will support our drivers/owner-operators by providing opportunity for each to reach his or her potential. We will provide recognition for their accomplishments.*
- *To provide fast and thorough response to all problems, and to eliminate root causes to prevent recurring problems.*
- *To create a work environment that promotes teamwork through respect and opportunities for personal and professional growth.*
- *To promote integrity and safety in all we do.*
- *To provide all employees with an environment that promotes team atmosphere and pride in our work.*

## Product of the Quarter

**O**ur health is something we take for granted— until there is a problem . TransAmerica offers a group voluntary limited benefit medical plan, called TransChoice, This plan helps pay basic medical expenses related to illness or emergencies and to help you get the medical attention you need— when you need it. TransChoice offers meaningful benefits that are easily understood.



With you in mind we have developed a cost-effective limited medical plan to help provide the valued protection you want and security you need with premiums starting at only \$39.40 weekly for individual rates. With TransChoice , you can choose your own health care provider, **Freight Haulers of America** offers the Select Benefit Medical Plan that has a nationwide network ([www.nppn.com](http://www.nppn.com)) offering significant discounts and your benefits are assignable to your doctor or hospital. This plan has a True Prescription drug card ([www.catalystrx.com](http://www.catalystrx.com)) with fully insured benefits. The Select Benefit Medical Plan is Guaranteed Issued with No Pre-Existing Conditions.

\*\*\*For more information on how to enroll in this product contact our enrollment center at **1-866-893-1698** or visit us on the web at [www.freighthaulersofamerica.com](http://www.freighthaulersofamerica.com).\*\*\*



Don Hayden

## Good stuff

American Trucking Association

ARLINGTON, Va. — The American Trucking Association announced that Don Hayden, president of M & M Cartage Co., Inc. was awarded the inaugural Mike Russell “Good stuff “Trucking Image Award during ATA’s annual Management Conference & Exhibition Oct. 20-23, in Orlando, Fla.

The award was created to honor those who creatively implement the “Good stuff. Trucks Bring It” campaign, in order to generate positive awareness of the trucking industry.

“Don has been extremely active in promoting the positive image of trucking through the ‘Good stuff. Trucks bring it’ campaign”, said ATA President and CEO Bill Graves. “Whether delivering relief supplies to hurricane victims in a ‘Good stuff’ wrapped trailer, or working with the Kentucky Motor Transport Association to let the local media and public know how essential the trucking industry is to our economy, Don’s enthusiasm for the industry shines through”, Graves added.

*Good stuff. Trucks Bring It, is a national campaign designed to promote the image of the trucking industry. For more information about ‘Good stuff. Trucks Bring It, visit [www.trucksbringit.com](http://www.trucksbringit.com).*



## Other Services



Even for the most experienced owner operator or fleet owner, it is useful from time to time to get “back to basics”.! Now, more than ever, with fuel prices at an all time high is when you should adopt this philosophy.

For more information about CBS, I contact Freight Haulers of America @ 1-866-893-1168

***Remember, you are running a business, not just driving a truck!!!***

***CBSI can help!***

**Do you have a plan? If not, get one!**

Once you have a business plan and begin to execute it by running your business, you will be able to measure your success by the profit you are generating. If you are not delivering the profits you want or need, it can only be one of two things: not enough income or too much expense.

**REMEMBER....KEEP IT SIMPLE!**

**Maximize Income**

**Minimize Expense**

To keep you out of trouble with the IRS...

**Tax Services**

To help your business become more profitable...

**Business Advice**

To give you the financial information you need to manage your money...

**Bookkeeping Services**

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# 2nd Quarter 2008 Calendar of Events

**Trucking Security & Law Enforcement  
Conference & Exhibition**

*Sponsored by American Trucking Associations  
(ATA)*

The Westin, Long Beach, CA  
Contact: (703) 838-1703

Website: [www.truckline.com/upcomingevents](http://www.truckline.com/upcomingevents)  
[Click here for details](#)

**April 29-  
May 1**

**Orlando Truckers' Conference**

*Sponsored by DOT Authority.com, Inc.*  
Osceola Heritage Park, Kissimmee, FL  
Contact: 1-800-215-5117 - Jennifer Principato  
Website: [www.go2otc.com](http://www.go2otc.com)  
[Click here for details](#)

**May  
15-17**

**The Great West Truck Show**

*Sponsored by Randall-Reilly Events Group*  
Las Vegas Convention Center, Las Vegas, NV  
Contact: 888-349-4287 or e-mail  
info@truckshow.com  
Website: [www.truckshow.com](http://www.truckshow.com)  
[Click here for details](#)

**June  
26-28**



[www.freighthaulersofamerica.com](http://www.freighthaulersofamerica.com)