



*Oak Harbor Freight Lines, Inc.*

# Oak Leaf News



Photo submitted by Wenatchee Driver, JL Majors.

**August 2014**



# Sales Update

David Vander Pol

	Revenue Goal	Revenue Actual	O.R. Budget	O.R. Actual	On-Time Goal	On-Time Actual
Western WA	51,482	52,198	91.3	95.4	98.25	95.4
Eastern WA	22,036	22,296	73.9	73.4	98.25	97.5
Oregon/Idaho	63,202	65,239	98.9	92.9	98.25	95.9
N CA & N NV	68,797	76,266	88.5	97.2	98.25	95.3
S CA & S NV	77,115	84,781	107.3	103.8	98.25	95.3
System	295,385	313,076	94.5	94.8	98.25	95.8

We had another good operating month in July of 94.8 compared to 95.9 last year. Year to date we are at 94.9 compared to last year 95.8. Some major differences in July compared to June:

System Wide	Goal	Actual
Canadian Bills	20	13.7
Truckload Per A/M	3	1.8
Exchange leads	10	13
Exchange close	3	0

1. We had a pay raise on July which added \$170,000 of expenses
2. We had a paid holiday which cost \$161,000
3. We spent an additional \$80,000 for purchased cartage in Auburn

Our on time service continues to lag at 95.8% as we are still running short of drivers and dock people. When you do that it has a domino effect on the entire operation where the schedules do not get out on time on Monday evening and you don't catch up. Short term we believe we are mak-

ing some headway, though we struggle with new people that come on board, as we have high turnover with them. Long term we will need to train our own drivers which we are in the midst of doing.

All of our sales teams hit their revenue goal, congratulations to Eastern WA, OR/ID and South CA / South NV in hitting their budget goals.

We are struggling in our Canadian business and in our Specialized Truckload Services group.

We have seen an uptick in the number of E Shipping leads. We can report another success, Gopher Kegs in the Bend terminal area which Ron Klinski brought on to our team. Congratulations Ron - WAY TO GO.

We have directed our sales staff to focus fifty (50) percent of their time on the following:

1. E Shipping leads and closes
2. Partnership freight to our Eastern partners
3. Specialized services

# HVP Legacy Award

as of July 31, 2014

Group One (1)	YTD	RANK
Wenatchee	90	1
Yakima	124	2
Klamath Falls	140	3
Coos Bay	145	4
Olympia	175	5
Bend	182	6
Lewiston	193	7
Bremerton	194	8
Pocatello	199	9
Twin Falls	204	10
Bakersfield	205	11
Santa Maria	210	12
Eureka	212	13
Redding	268	14

Group Two (2)	YTD	RANK
Eugene	120	1
Spokane	121	2
Medford	124	3
Mt Vernon	148	4
Las Vegas	151	5
Boise	173	6
Fresno	190	7
San Diego	202	8
Stockton	213	9
Pasco	216	10
Salem	217	11
North Bay	219	12

Group Three (3)	YTD	RANK
Reno	69	1
Fontana	77	2
L/A	109	3
Sacramento	117	4
Auburn	122	5
Portland	125	6
South Bay	141	7

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Kevin Kellermann

I would like to take this opportunity to introduce our new Safety Manager, Tom Mueller. Tom comes to Oak Harbor Freight Lines with a very long career in transportation on the LTL side. Tom also spent the last 20 years in Law enforcement, with the last 9 years focused on Commercial Vehicle enforcement, at the Reno Nevada Police Department.



We are very excited to have someone with this unique combination of experience heading this VERY important department at OHFL. Tom will reside at the Reno Terminal, and will be reaching out and visiting terminals very shortly.

I would also like to recognize and mention a great Safety event that OHFL has participated in (Washington), for a couple of years. Most of you have seen or heard about the Truck Driving Championships we compete in each year in all 5 states we operate in. With the focus of Safety in Mind, we have also partic-

ipated in the Washington State Forklift Rodeo. This year we had seven employees compete, and here is an excerpt from the day's events!! Thanks to the employees that participated and supported this event!!

### 2014 WASHINGTON STATE FORKLIFT RODEO,



This year we had 7 competitors that represented Oak Harbor Freight Lines, Gary Grant, Keo Thorng, Chris Kitchel, Pat Grant, Frank Gonzales, Sundegna Mey and Kyle Anderson, also pictured are Ray Slaten and Joe Cook,

They all did an excellent job representing oak harbor during the competition, there were four big obstacles they had to drive through without touching anything and one they called "don't spill the wine," this one they had to drive in a dip in the road and over a speed bump without spilling the glass of wine, which took a lot of talent.



They all had a good time and look forward to next year's competition.

Thank you all again for doing an outstanding job.

#### DVP - Continued from page 2

Each of these services work well with our customers and do not require many Pickup & Delivery drivers hours. As laid out last month we saw Urban Outfitters leave and go to another vendor and we wish them the best. Retail type of business which requires sort and segregate and multiple scanning in most cases does not work out for us on the profit side.

We welcome to our sales team the following people:

Rob Sharp – San Diego Terminal Manager

Drew Votroubek – Orange County Account Manager

Tyler Zueger – AMC – Oregon territory

We should see a CRM solution come to us in December/January which replace the current BCM.

In the next thirty (30) to forty five (45) days we will rolling new HP tablets which will replace lap tops and P/Cs that our Account and Terminal Managers are using.

## Account Management Center Update



Congratulations to Anthony Gonzales for winning the AMC Sales Achievement award for the month of July. He finished with 123.0% of his goal in July!

Anthony has been with Oak Harbor for just over two years. He was introduced to Oak Harbor by his sister-in-law, Diane. He started on the dock at the Auburn terminal, and promoted to the AMC last summer. He handles account management for our ID, E.WA, and MTV terminals. When asked what he likes about his job, he's quick to reply, "Talking to my customers. I enjoy talking to people and getting to know them on a personal level." His long-term goal with Oak Harbor is to become a Terminal Manager.

Born & raised in Horn Lake, MS, he moved to AK out of high school and settled into the Seattle area in 2006. He now lives in Puyallup, WA, with his fiancée, 1 year old daughter, and their two dogs. As an avid sportsman, when he's not playing softball (every Sunday!), he's watching the NFL Seahawks, the MLB Mariners, or the NBA Lakers. However, his very favorite thing to do is play with his baby girl.

**Favorite food:** Mexican food (His Mom's cooking)

**Favorite dessert:** Cheesecake

**Favorite restaurant:** Red Robin

**Favorite movie line:** "Just tap it in. Just give it a little tap taparoo." (Happy Gilmore)

**Favorite band:** Rebelution

As a team, the AMC finished at 111.9% of revenue goal in July. We also made Partnership, Field Rev, & New Business goals as a team. Blair Russell took the top spot in New Business Revenue in July, attaining nearly 200% of his goal. Keep up the great work!

Significant new/returning business included J & C Books (SND/REN), Botherton Seed (PAS), Diamond-back Wine & Spirits (LVS) and a significant new lane(s) from Expert Warehouse (REN) & WCS Distribution (FON).

We still have an opening on the Inside Sales team. We continue to seek out individuals who want to grow with OHFL, have potential as leaders, and are willing to relocate in order to advance. If you know someone or are personally interested, please send a resume to [AMCPosition@Oakh.com](mailto:AMCPosition@Oakh.com) or give David Stastny or Gerrit Foster a call to discuss!

**Twin Falls Safety Award.** Congrats to the Twin Falls team. Last week we were finally able to get with the Twin Falls team to celebrate the 2013 safety record. In 2013 - they were injury and accident free and through first 7 months of 2014 as well. 2012 was just as successful with no injuries or accidents. Some say it is easy for a smaller terminal. However with the miles and bills they cover I would say this is a bigger success than most realize.

Twin Falls handles over 10,600 freight bills per year, 20 million + pounds, running 5200+ hours/year and 68,000 P&D miles/year. This is a great accomplishment.

Twin Falls last injury was April 2010 and their last recordable accident was August 2011. A great accomplishment for any terminal.

Congrats again to the Twin Falls team.



## W. Washington, Oregon and Idaho District Update

*“Winning is not a sometime thing; it’s an all time thing. You don’t win once in a while, you don’t do things right once in a while, you do them right all the time. Winning is habit. Unfortunately, so is losing.” ~ Vince Lombardi*

The month of July was a pretty good month for both the Oregon-Idaho & Western Washington districts. Each district beat their revenue goal by almost \$2,000 per day. The key to beating the revenue goal continues to be new cheese. Both districts combined to go over \$100,000 in new cheese! This summer has been challenging, but both the Western Washington & Oregon Idaho districts continue to shine!

This month’s employee spotlight is shining on Eugene operations manager **Brian Severe**.

Brian was born and raised in Eugene. After graduating high school, he was given the opportunity to learn the freight business at Central Pacific Freight Lines. They taught him how to drive a truck, and encouraged him to get his CDL. By the time he was 20, he was delivering freight throughout Oregon’s southern Willamette Valley. In 1985, Brian went to work for Coast Transportation and continued to learn about the freight business. He learned everything from loading and unloading trucks, customer service, sales, scheduling, line haul, and more. In 1996, Brian came to work for Oak Harbor as a driver, and in 1997 he became an AM supervisor. He has been the operations manager for Eugene and Coos Bay for 8 years now.



Brian still lives in Eugene with his wife of 23 years, Carla. They have a 21 year old daughter who is working full time and attending Western Oregon University.

“Oak Harbor was a great opportunity for me when I started as a driver years ago, and I thank everyone who has helped me along the way. I take enormous pride in the work we do; I’ve made lifelong friends; and I have the satisfaction of knowing that I work for a quality company who tries to do its best for our customers, our employees, and our company as a whole” –Brian Severe

## BEST IN CLASS

Group 3		
Name	Terminal	YTD Points
Kevin Loughlin	SBY	538
Richard Prieto	FON	427
Nancy Nicholson	AUB	404
Mark Weber	POR	365
Salvador Leal	FON	288
Peter Solinsky	REN	271
Steve Justice	POR	242
Norm Rogers	AUB	241
John Paredas	FRE	239
Mike Cathcart	POR	228
Justin Hoch	REN	195
Brandon Kollars	AUB	190
Dennis Weishaar	SBY	188
Jennifer Moreno	LAX	181
Tammy Lelli	AUB	147
John Steinke	POR	59
Mike Brooks	LAX	43
Drew Votrubeck	LAX	10

Group 2		
Name	Terminal	YTD Points
Emory Poff	LVS	525
Steve Barnes	EUG	467
Amy Baribault	SPO	393
Brian Cliett	YAK	320
Mike Apedaca	MTV	309
Branon Smith	SPO	280
Alex Botsford	NBY	279
Cory Schiller	BOI	214
Anthony Juette	PAS	196
Kara Merrill	EUG	188
Tim Baird	STK	183
Greg Bethards	SLM	133
Brent Browning	SAC	122
Rob Sharp	SND	84
Tim Wallmark	SAC	58

Group 1		
Name	Terminal	YTD Points
Blair Russell	AMC	295
Ron Kinski	BND	225
Genit Foster	AMC	219
Anthony Gonzales	AMC	216
Scott Parry	MED	208
Eric Vander Pol	OLY	127
Alyssa Opland	AMC	86

NATIONAL SALES	
NAME	POINTS
Jack Barden	136
David Stastry	114
Tom Leonard	90



# tags

**Jerry (Lennox) ==> John Martin (Portland P&D)**

"Jerry at Lennox said John is doing a fantastic job for them and some competitor freight has come our way because of his efforts. Please make it known to him that his work is being recognized."

**Randy Massie (Piper Mechanical) ==> Tanya Pleshakov (Portland Customer Service)**

"Thank you. Its all good. I hope you know I asked for the email proof just for fun and to give you a hard time. Thanks for staying on it and helping us out. I appreciate your good spirit. It refreshing to hear a smile in a voice! A lot of customer service people are not so friendly or helpful. You get a good review from me. Tell the boss!!

**Kevin Kellermann ==> Portland, Eugene, Olympia Operations and Line haul Re: hot friday deliveries out of NEMF**

"AGREED!! GREAT JOB!! This is why NEMF, chooses the "BEST IN CLASS" carrier in the west to bring "PEACE of MIND" to their customer and to be their exclusive partner!! Thanks again team!!"

**Sue Davis (Auburn Customer Service) ==> Charlie Mitchell (Auburn P&D)**

"Just wanted to pass on a conversation I had with Penny at Seattle Public School Warehouse. She wanted to send a BIG SHOUT OUT TO...our driver Charley Mitchell, he is doing an outstanding job making their deliveries happen. We are delivering a 53ft trailer a day he is quick and very efficient. They appreciate all his help and extra effort it takes to make these large deliveries happen for them.

**Melodee Lee (Attune Foods, LLC) ==> Steve Barnes and Lori Justice-Faulkner**

"I admit it! I am an impatient, picky, tightwad of a customer of Oak Harbor Freight's. They probably hate to see me coming.

However, much to my liking, they respond in a timely manner to no matter what kind of inquiry I send over, whether it be obtaining freight quotes or tracking a shipment. Occasionally, when I don't have much time to finish a task, all I have to do is let them know and they are at my service right away.

The two people I work with on a regular basis (Steve and Lori) tend to my needs well and do it with professionalism and a lovely, down to earth, personal attitude that makes my job easier every day.

I highly recommend Oak Harbor Freight for all your freight carrier needs."

## N. California and N. Nevada District Update

As I write this article for July (in mid-Aug) it is hard to believe that most kids are already back in schools and summer is coming to a close. It has definitely been a challenging and exciting summer.

With regards to business, this summer has been a blessed one for many reasons. 1- Our district, under new leadership in 3 terminals, and despite of the many staffing challenges, performed very well operationally, and 2- We have been blessed with a steady flow of new business that has helped us achieve our revenue goals. Our 3 sales teams, AMC, Nt'l, and our local field account managers have done a fantastic job in finding New Cheese. We had a total of \$90,124 forecasted and \$78,474 of that actually came on board. Our daily goal was \$68,777 and the actual was \$76,335 or 11% above the goal. So far August MTD is looking even better with a Goal of \$68,994 and MTD actual of \$76,828, or 13% above goal.

On this edition I want to highlight the efforts of the AMC Dept and particularly Alyssa Opland. Alyssa came to OHFL fresh out of college with no industry experience, but if you talk to her, you would never know this. She has proven to be a quick learner and has embraced this industry like a pro. The positive feedback from Our Field Account Managers as well as shippers has been overwhelming. So far YTD she has been instrumental in helping our district in developing relationships in those hard to reach areas (or hard to reach customers). For her efforts, the District and the Sacramento Team has decided to award Alyssa with the Tee It Up Award for Sept. This is well-deserved Alyssa...CONGRATULATIONS and keep the great work!!!!



*The "Tee It Up Award" is a traveling trophy that the Leadership Team awards once a month as recognition for performance. The recipient then awards it the next month. It is rare that this award gets outside the Leadership Team, however Sacramento Terminal got it last month and Alyssa got it this month. Congratulations Alyssa.*

**Pocatello Safety Award.** Congrats to the Pocatello, Idaho team. We were finally able to get the team together to celebrate their Safety success. In 2013 - they were injury and accident free, A great accomplishment.

Pocatello handles over 12,800 freight bills per year, 20 million + pounds, running 10,000+ hours/year and 220,000 miles/year. This is a great accomplishment.

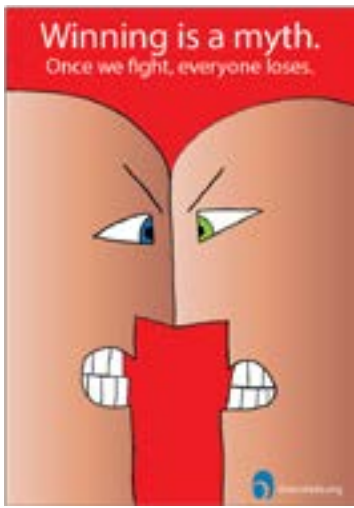
Congratulations to the Pocatello team for their Safety Success.

Pocatello employees pictured (left to right): Steve Alarcon, Mark Hafner, Stan Belnap, Mark Ralps



**Charlie Campbell.** Last week I (Cory Schiller) was able to present a Jacket to Charlie Campbell for 18 years of Safe Driving service at Oak Harbor Freight Lines. Charlie is a line driver in Boise. Charlie has been a truck driver for a total of 34 years and he has been accident free for all 34 years. He is looking to retire from Oak Harbor Freight Lines at the end of 2014. It is a great honor to present this jacket to Charlie as he is very proud of his years in transportation and very proud to work for Oak Harbor Freight Lines.

Thank you Charlie!



# The Myth of Winning

By Joshua Freedman

We disagree. Then we begin to vilify the other. There's a primal longing to conquer. In our own heads and hearts, we make ourselves righteous, and we make them bad. They become the enemy. We're at war in a brutal cycle that we see in the headlines each day and, just as much, to our daily lives. Here's why we make the boss, a colleague, a customer, spouses and lovers, and even our children into enemies — and a better way.

## This Is Your Brain on Conflict

Zooming into the brain, our amygdalae are activating, these small almond-shaped organelles are the center of threat reaction system. If we make an acronym of it, TRS sounds like an invention of some military intelligence.

As our attentional control centers focus in on the potential threat, the amygdala begins pumping our neurohormones calling our brains and bodies to battle. The adrenal system activates. We're gearing up for war.

In this state, our brains are actively seeking out threat signals...

Someone's words don't match his emotions = **danger**.

Someone makes a subtle threat = **danger**.

Someone expresses doubt in our rightness = **danger**.

We're distorting reality by selecting information that reinforces our own perspective. It feels better to be right. Literally: The brain gives itself a dopamine reward for being certain. We're addicted to righteousness — to winning. Unfortunately, in this context of reaction, in this neural war, to "win" means to beat others. To be "right" means to be right OVER others. We make them wrong so we can be right.

The more stress we feel, the more likely we are to evaluate signals as dangers. The more stress we feel, the more quickly and powerfully we'll jump into battle mode. And globally, stress is rising — a lot.

## No one Really Wins a Fight

In fiction, battles may be brutal, but there's always a clear victor. Whether it's a story of corporate conflict, or rivals in love, or a literal war, the hero wins. In our love of sports, we almost always see and celebrate one winner or one winning team.

*Real life is messier.*

A glance at history is enough to make fiction preferable. What percentage of our real-world conflicts end neatly? Something near zero.

The perpetual cycle between Palestine and Israel is a prime example — it's a pendulum that each side pushes. Each side tries to win by beating the other... then a few months, years, or generations later, the other side decides they need to even the scale, and push back harder.

It's easy to see the impossibility of "clear victory," yet in our conflicts, over and over, we play into the myth of winning. Wired into the core of our brains is this primal system to treat conflict as an epic battle of good versus evil (where "good" is the side we're on). Yet when we go down that road, no matter who "wins" the fight, we lose.

In real war, we lose the flower of a generation, we lose peace, we lose civil society. In our personal conflicts, we lose connection, we lose trust, we lose energy, we lose relationship. A few years ago I heard a highly decorated Marine put it succinctly:

*"No one wins a fight."*

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Once we move into conflict, everyone involved is tarnished. Everyone involved become bloodied and hurt – either literally, or at least emotionally. Then our oppositional positions become increasingly entrenched.

## How to Actually Win

At our last NexusEQ Conference @ Harvard, Daniel Shapiro (Founder and Director of the Harvard International Negotiation Program at Harvard Law School, and author of *Beyond Reason*), shared an essential lesson for emotions in conflict: Don't make conflict stand between us.

Shapiro: “Whether it's an issue between heads of state or husbands and wives, almost universally they approach conflict as adversaries: ‘me versus you.’ This triggers a colorful set of stubborn emotions, which makes digging oneself out of that conflict very difficult.”

The solution is paradoxical, and it might feel like a kind of surrender — but it's not. The solution is to stand next to your opponent, and, ultimately, to make that person your ally instead. “Shift the relational stance so it's no longer ‘me versus you’ but the two of us working side by side facing a shared problem. This creates a substantial emotional shift.”

Instead of defining the problem as the other person — or even as an issue between you, redefine it as something you share. Stand shoulder to shoulder facing the issue together. This is the central principle of an amazing martial art called Aikido: move so you can redirect the energy of the conflict.

In Aikido, it's literally a step, a physical movement. In the “aikido of relationships,” it's an emotional step. This requires application of emotional intelligence:

- Know Yourself: tune in.
- Choose Yourself: de-escalate.
- Give Yourself: step together.

## We're in the Same Life Raft

One simple way to get out of the oppositional stance is to recognize that the other people in the situation are not “separate” from us. It's easy to vilify “the other,” to treat people as less when we see ourselves as different. We can see this in political propaganda during times of conflict — opposing soldiers depicted as ants, other nations depicted as evil. Diminishing the other fuels the cycle of righteousness.

The opposite is also true. When we recognize shared humanity, we automatically shift to a different response based on collaboration. Empathy is an essential tool here; remember our brains are wired to connect. The classic empathy question is an invitation to see that were in this together: “What would I feel if I were in his shoes?” That question is only part of empathy — check the Empathy Archive for much more — but it's a starting point: Find the common ground.

Shifting to the Same Side: *I2We*

In Six Seconds' training for managers to use EQ to give more effective feedback, we teach “I2We” — a process for moving the conversation from blame to collaboration. The essential point is that “emotional Aikido” move of coming to stand side-by-side. This process works to create alignment and can be applied in almost any relationship when we feel the oppositional stance beginning.

There are three steps in I2We:

- 1. Make an “I statement” to identify your feelings.**
- 2. Acknowledge this is a shared experience.**
- 3. Discuss how to improve the situation together.**

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A little more detail:

**Step 1:** State your feeling honestly but compassionately using: “I feel \_\_\_\_\_” then the situation. For example:

“I feel dissatisfied with the way this is going.”

“I feel uncomfortable with the way we’re delivering to our customers.”

“I feel sad about our relationship.”

Using the “I statement” to honestly express your feeling is honest – the other person can’t deny you are feeling this way – and offers a little vulnerability rather than blame.

**Step 2:** Invite the other person to join you by acknowledging their feelings and asking for collaboration. For example:

“How are you feeling about this?”

“You’ve also told me that you’re not thrilled with this.”

Listening to their feelings creates a mutuality — it also helps you bring your empathy forward.

**Step 3:** Ask how to improve the situation together, for example:

“How can we improve this?”

“What can we do to make this better?”

Working on it together makes it a collaboration where you are not on opposite sides, but standing shoulder-to-shoulder facing a shared challenge.

## Don’t Step Into the Ring

In the timeless classic of coming to power, *Le Morte d’Arthur*, the young King Arthur is talking to Merlin about conflict. Arthur asks, who is the aggressor, the one who strike the first blow? Merlin says: in conflict, opponents circle one another posturing and preparing to fight: Then one steps into the circle of combat, and in declaring his intention to draw, he is the attacker.

Conflict is everywhere, and we have a thousand chances each day to add violence. Violence in our hearts and heads, if not in our deeds. We get sucked into the Myth of Winning, and make others bad so we can justify our stance. Yet over and over, it fails. Over and over, the winning is hollow, and we’re left with bitter ashes rather than the sweet taste of victory. Maybe it’s time to stop stepping into the circle?



Joshua Freedman is one of the world’s preeminent experts on developing emotional intelligence to create positive change. With warmth and authenticity, he translates leading-edge science into practical, applicable terms that improve the quality of relationships to unlock enduring success. Joshua leads the world’s largest network of emotional intelligence practitioners and researchers,

**6seconds.org.**





David Stastny

## SPECIALIZED SERVICES

I hope all of you are doing well and enjoying summer!

Last month I predicted that the tomatoes in my garden would turn out excellent due to the sunshine we have had and I was right! It has been an AWESOME year for tomatoes! It is amazing how sunshine helps a garden grow and it has been a great growing season this year!

I spent last week in Medford, Eugene and Portland making calls with our account and terminal managers. I also had the opportunity to meet more of our customers and learn about their businesses and how we can additionally connect with them through Specialized Services (SpS). I am thank-

ful for the work our account managers have done to develop excellent relationships with customers. I am more convinced than ever that each of our customers has some sort of supply chain need that we can help them with through SpS.

The best business we can find and present to our SpS carrier partners is business that moves on a predictable schedule (i.e. on the same day(s) every week). With the capacity constraints our carrier partners have, consistent and predictable business gives them the best chance to balance return loads. It also helps them get their drivers into position to move the next load for our customer. Also, because our partner carriers provide excellent service for these types of loads, our customers will remain loyal to us. If we couple this with the relationships our account managers have built, we can get more business!

We land about 35% of the loads our customers submit to us for quotes, which isn't a low number in comparison to other our competition in SpS. Based on our existing relationships with customers, we believe we can grow this percentage by having more direct relationships with our carriers. Our goal is to grow our direct carrier pool by 10 carriers before the end of this year. We believe this will allow us to build better relationships with the companies hauling our customers' freight. It will also give us more options in the marketplace and help us respond quicker to our customers' needs with better information. The ideal carrier partner is one that has 10-50 of their own trucks and provides service regionally (first) and nationwide where possible.

How can our account managers help? The answer is simple –you are working in your territory on a daily basis and you see the carriers that are out there and often hear about the carriers that are doing a good job when you are discussing SpS opportunities with customers. When you are in this situation please take some notes on the carriers that are performing well and pass them on to either Henry Vander Pol or me and we will go through our regular process of qualifying a carrier. Here is the information that will give us a running start:

- Carrier Name
- Type of Equipment you have seen or heard that they use
- MC# or DOT#

If you want you can snap a picture of the driver's door on the tractor and send it to us, as that typically has all of this information.

On another note, sometimes we lose loads because our quotes do not get to the customer quickly enough. We are making a change to our quoting process to address this.

Account Managers: Going forward, once we receive quotes from our carriers, we will take that quote directly to the customer unless you have told us to bring the quote back to you. The reason for this change is it will get the quote to your customers quicker and should help us to secure more loads. This could also help us get feedback on our rate early enough so we can attempt to adjust the quote if possible.

I will continue to work my way through the system to spend time with our Account Managers and our customers. I am looking forward to further developing our relationships with our customers and helping you build your business!

Remember that you can earn 10 points per month in your efforts to win Best in Class. That is 120 points per year!

Let me know if you have any questions about Specialized Services and how I can help you sell more loads. Thank you and happy selling!



# Eastern Washington District Update

## Key Goals

- O.R. Budget Goal 75.20 we attained 73.41
- Revenue Goal was \$22036 we attained \$22355
- Cost Per Bill Goal \$14.00 we attained \$14.62
- On Time Service Goal 98.25% we attained 97.53%

As I had mentioned in June we had a number of people leave and we had some new people join the team, drivers, dock and supervisors. As July progressed we had lots of learning to do and continued to bring on a few new people.

As I write we are awaiting our budget results so we can see how we came out we had struggles with our service and cost per bill. They seem to run hand in hand when we are behind late on and off the street everything gets more expensive extra trips etc. As Tom Miller writes to us each day about timely cuts it is important we all get to goal! Not only for our customers Peace of Mind but for our own internal goals and profitability!

As we roll into August it brings me mixed feelings this was the month that I became a full time employee at Oak Harbor August 17th, 27 years ago! It was also the month that I, or we at Oak Harbor, lost a true friend and leader, Dick Benjamin.

For many who are new you may not recognize Dick's name. He was our leader in Eastern WA and helped establish and grow Oak Harbor in E WA. Dick passed away on August 5th 2002 at the age of 52. Dick and David V.P. gave me my start as terminal manager in Wenatchee in my 20's. To this day I still feel honored to have been given the Torch to carry on for Dick in Eastern WA.

Dick was a customer service sale approach guy! He would accept nothing but perfection for taking care of Oak Harbor's customers. He was successful by providing Peace of Mind to the customers! Long before it was our vision statement! I think Dick is looking down upon on us some days coaching hard for us to take care of the customer but overall I would say he is proud of the team we have become!

Much has changed since Dick passed but his passion of providing Peace of Mind to the customer I believe lives on! It is a bigger challenge as we have grown but I see the same desire and effort just takes little more persistence to get to the goal!

**From:** David Vander Pol  
**Sent:** Tuesday, August 06, 2002 6:46 AM  
**To:** All Employees  
**Subject:** DICK BENJAMIN

I have the sad responsibility to report to you that Dick died last night. His services will be held this Saturday in Yakima. More details will be relayed as they are available.

Upon the purchase of Buchanan Auto Freight in the early 80's, Dick was one of our first employees over on the other side of the Hill. He will be missed by his family, his family from work and by his customers.

Dick was very interested in the "Bottom Line" of all things. The Bottom Line is life is what lies ahead for us after Death. I happy to report that Dick prayed the repentance prayer several months ago. This is the promise that believers like Dick have

John 14 : 1 - 6 Do not let your hearts be troubled. Trust in God, trust also in me. In my Father's house are many rooms; if it were not so, I would have told you. I am going there to prepare a place for you. And if I go and prepare a place for you, I will come back and take you to be with me that you also may be where I am. You know the way to the place where I am going. Thomas said to him, "Lord we don't know where you are going, so how can we know the way?" Jesus answered, "I am the way and the truth and the life. No one comes to the Father except through me."

As I reported to some of you last week, I had an opportunity to see Dick last week. He was asleep most of the time that I was with him but he was awake five (5) minutes of my time with him. He could not talk but as I talked to him, I could communicate with him and I shared the above passage with him and in his own way nodded that the message was received.

It will be difficult for Cyndi and Casey thru this transition period. Please continue to pray for them for Grace during this period.

**Richard L. Benjamin**  
Keith & Keith Funeral Home



**YAKIMA** - Richard L. Benjamin, 52, of Yakima, passed away Monday, August 5, 2002 at his home surrounded by his loving family after battling an extended illness.

Richard was born October 11, 1949 in Prosser, WA to Richard C. and Helen (McCall) Benjamin.

Richard was employed at Oak Harbor Freight Lines for twenty years as terminal manager and later as district manager. He dearly loved his job and made many close friends at work and through working with customers for a number of years. Richard enjoyed golfing, traveling, especially going to Mexico, where he went a number of times and fishing in the ocean. But the place Richard loved the most was at home cooking for friends and family.

He is survived by a son, Kasey Benjamin of Yakima and a daughter, Cyndi Benjamin of Kent, WA; grandson Austin Benjamin, his mother Helen Steelman of Prosser, WA; sister Terri Korsvick of Richland, WA and a brother Larry Benjamin of California; loving girlfriend Sue Brady of Yakima and former wife Linda Benjamin also of Yakima; numerous aunts; uncles, cousins, nieces and nephews.

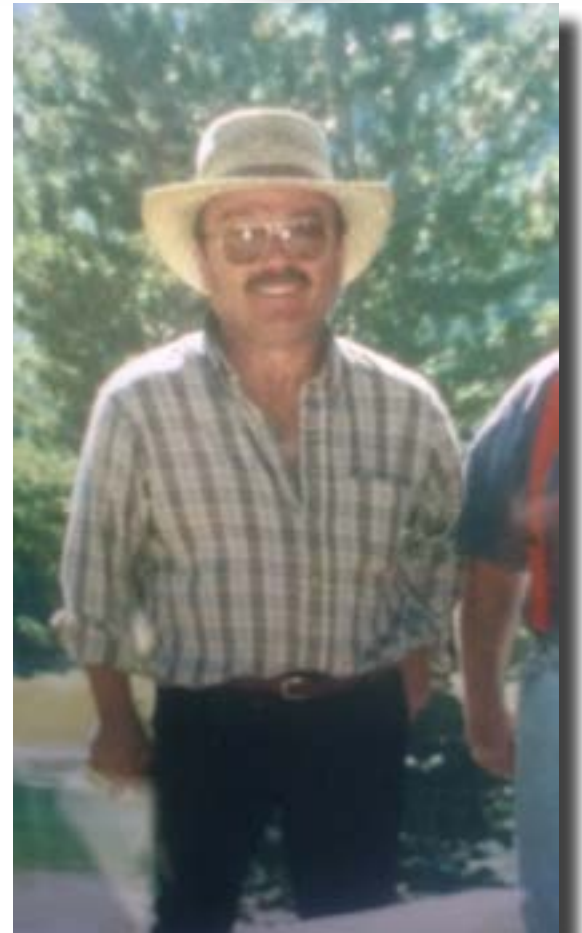
He was preceded in death by his father Richard C. Benjamin.

Funeral services will be Saturday, August 10, 2002, at 10:00 a.m. at Keith & Keith 9th Avenue Chapel. Burial will follow at West Hills Memorial Park.

The family would like to extend a special thanks to Oak Harbor Freight Lines; especially Henry, David & Ed Vander Pol for being so supportive and generous. Also to Nadine Kobes for her wonderful care and to all his friends that helped to support him in his time of need. We will all miss you Richard.

Memorials may be made to the Elks Foundation, c/o Keith & Keith Funeral Home.

Keith & Keith Funeral Home is entrusted with the arrangements.



**Jackie Knox - HR Manager**

It is with great pleasure that we announce Jackie Knox to the Oak Harbor Family as our new HR Manager. Jackie comes to us with years of HR experience in Recruiting, Employee relations, Training, Process improvement, and Risk management. Jackie has a transportation background and a solid understanding of our industry which I am sure we will put to good use. She will be a great asset to Oak Harbor and I am very excited to have her on our team. Please join us in welcoming Jackie to Oak Harbor.



## The Day with the winners

This event put on by the Washington Trucking Association took place on August 23rd in Tacoma and it was a breakfast meeting.

OAKH won the first place safety award for common carriers over 5 million miles in WA state.

There were two awards, one from Great West Casualty Company and the other from the Washington State Patrol. The state patrol served as the judges who reviewed the entries and determined the winners.

Speakers included WTA President Jeff Bosma, WSP Assistant Chief Mike DePalma and Federal Motor Carriers Administration (FMCSA) Division Administrator Jeff James.

There were 6 people from Oak Harbor in attendance. The awards were presented by WTA Safety Director Mike Southards and WTA Safety Management Council President Scott Manthey. In

total there were over 100 attendees from trucking companies throughout Washington State.



### Medford safety Award

Pictured (L-R) Will Washbish, Ted Trussler, Pat Owen, Perry Spargur, LeeRoy Rambo, Bill Boerner, Mike Note, Pat StGeorge.



Auburn PM dockworkers Dang Son and Frank Quijada receiving their Safe Worker vests



Name	Location	Years	Job
Saul Boone	Redding	8	Driver
John Bates	Redmond	8	Driver
Matthew Kenbok	Reno	8	Driver
Emory Poff	Las Vegas	8	Term Mgr
Amber Dyche	Auburn	7	Cust Service
Robbie Ellison	Boise	7	Dock
Edgar Garcia	Los Angeles	7	Dock
Robert Cota	Los Angeles	7	Dock
Richard Prieto	Fontana	7	Acct Manager
Saturino Martinez	Reno	7	Dispatcher
Billy Melton	Sacramento	5	Driver
Juan Garcia	Sacramento	5	Dock
Jorge Garcia	Los Angeles	5	Driver
Brian Bodine	Olympia	5	Driver
Oscar Quiroa	Los Angeles	5	Driver
Ramiro Espinoza	Fresno	4	Driver
Anthony Ho	Los Angeles	4	Driver
Hector Ramirez	San Diego	4	Driver
Joseph Cook	Auburn	4	Term Mgr
Vitaliy Polishchuk	Spokane	4	Driver
Todd York	Reno	4	Mechanic
Erle Otero	Las Vegas	3	Dock
Lynda Douglas	Spokane	3	Biller
Christian Mendiola	Fontana	3	Driver
Norman Rogers	Auburn	3	Acct Manager
Marcus Carroll	Redmond	3	Driver
Michael Sly	Boise	3	Driver
Steven Bechtold	Auburn	2	Driver
Matt Poulson	Portland	2	Driver
Michele Williams	Boise	2	Cust Service
Carolin Jukkala	Sacramento	2	Cust Service
Ian Kieswether	Portland	2	Dock
Robert Kemp	Eureka	2	Driver
Jeffrey Frank	Portland	1	Driver
Timofey Lavrinenko	Portland	1	Driver
Andrew Jonsson	South Bay	1	Ops Manager
David Wager	Fresno	1	Ops Manager
Scott Hardisty	San Diego	1	Driver
Eddie Regener	Fontana	1	Driver
Marco Arroyo	North Bay	1	Dock
Douglas Bracy	North Bay	1	Dock
Trent Johnson	Auburn	1	Driver
Evan Bragg	Auburn	1	Driver

Name	Location	Years	Job
Michael Wallace	Olympia	1	Driver
Robert Kennedy	Portland	1	Driver
Chris Baughman	Redding	1	Driver
Eduardo Aviles	Los Angeles	1	Driver
Curtis Rendich	Los Angeles	1	Driver
Nathan Arzate	Los Angeles	1	Mechanic
Chanta Phan	North Bay	1	Driver



Special thanks to JL Majors and all the other employees who have been submitting photo. Keep them coming.



Photo By JL Majors

# Anniversaries

# September



Terry Brastrup



Brian Cliett



Robert Fromm



Eric Larson



Ray Slaten



Daniel Rosales

Name	Location	Years	Job
Terry Brastrup	Auburn	37	Biller
Brian Cliett	Yakima	27	Term Mgr
Robert Fromm	Pasco	22	Driver
Eric Larson	Portland	22	Mechanic
Ray Slaten	Auburn	21	Ops Manager
Daniel Rosales	Yakima	21	Driver
John Brinkmann	Auburn	20	Driver
Susan Davis	Auburn	19	Cust Service
Dennis Hall	Portland	19	Driver
Patrick Tomlinson	Portland	19	Driver
Patrick Conaway	Redmond	19	Driver
Cory Webking	Corporate	19	Rate/Bill Mgr
Glenn Gilbert	Portland	19	Driver
Brad Gates	Portland	18	Cust Service
Alexander Botsford	North Bay	18	Term Mgr
Richard Salais	Auburn	17	Driver
Randy Smith	Portland	16	Driver
Mike Hobby	Corporate	16	Training Mgr
Steven Krum	Portland	16	Dock
Timothy West	Portland	15	Driver
Kenneth Glover	Portland	15	Dock
Harry Phan	South Bay	15	Driver
Kristoffer McCoskery	Corporate	15	Pricing
Kelvin Berg	Auburn	13	Driver
Eugene Kelley	Stockton	13	Driver
Francisco Quijada	Auburn	12	Dock
Jeffrey Ballard	Salem	12	Driver
Delbert Smith	Salem	12	Driver
Ruben Camarillo	Fresno	12	Driver
Arthur Torheim	Mt. Vernon	12	Driver
Roger Vannote	Boise	12	Driver
Robert Schuster	Portland	11	Driver
Diane Gonzales	Auburn	11	Cust Service
Wilfredo Bendicio	Sacramento	11	Driver
Paul Yager	Redmond	10	Driver
Keith Weismiller	South Bay	10	Dock
Steve Alarcon	Pocatello	10	Driver
Ryan Gent	Auburn	10	Driver
Norma Lucero	South Bay	10	Cust Service
Luis Flores	Los Angeles	10	Driver
Yovani Nunez	Reno	9	Dock
Dwayne Powe	Sacramento	9	Driver
Jerald Weber	Portland	8	Ops Manager
Stephen Grace	South Bay	8	Driver
Crispin Pingul	South Bay	8	Dock
Marvin Kinney	Redding	8	Driver