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***Professional drivers know that safety doesn't just happen; it's the result of preparation, skills, and attitude.***



## 2007 Solo Division Driver of the Year

I'm happy to announce that the 2007 Solo Division Driver of the Year is Marvin Johnson. Marvin drives truck number 1380 and his Fleet Manager is Zac Stevens. Marvin lives in Waxahachie, TX with his wife Patty and five children. Marvin is a Certified Trainer for the company and has done an excellent job. After we discontinued the training program, Marvin continued as a driver. On more than one occasion, he has come off home time to pick up loads and made sure that they were delivered on time. Marvin has a very impressive record with 100% on time service performance and a 100% Safety Record. Marvin says safety and good trip planning is key. "Always make sure that you have the hours to do the load safely



and legally. Plan where to take your breaks and make sure you pick up and deliver on time for good customer service. Safety has to be on everyone's mind at all times when driving a semi."

Marvin's fleet manager,

Zac was asked to describe Marvin. "What a Great Guy!" Marvin has received a Driver of the Year jacket and \$250. When you see Marvin, congratulate him on a job well done!

John Quick  
Director of Operations

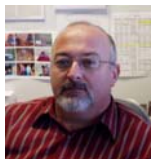
## Fifth Wheels

Some drivers have a "more is better" attitude when it comes to greasing the 5<sup>th</sup> wheel on their tractor. Unfortunately, the excess grease usually ends up in the locking mechanism, or "jaws" of the 5<sup>th</sup> wheel. This grease accumulates dirt and can become very thick and stiff in cold

weather. This can cause a major problem when you attempt to hook to a trailer. If the 5<sup>th</sup> wheel doesn't lock properly, your trailer won't be securely connected.

To properly lubricate your vehicle's 5<sup>th</sup> wheel, apply frequent, **thin** layers of grease. A dry 5<sup>th</sup> wheel can cause steering and ride problems. Too much grease can cause it to fail.

In cold weather, making sure your trailer is at the correct height for coupling is critical to avoid damage. At the proper height, the trailer apron should contact the 5<sup>th</sup> wheel about four inches behind its pivot point. Use the trailer's crank handle, in low gear, to adjust the trailer height as necessary.



## Speed On

At Southern Cal, we work hard to get out our message of Safety as a core value of our company. It's great to find drivers in our fleet who also work hard to get out the message. A safety-related poem by one of our drivers, Donna Clevenger, was published in the January *Pilot Challenge* magazine. Donna and husband Ted have been with Southern Cal since December of 2006 and presently operate tractor 454.

According to Chief Operating Officer (COO) Phil DeSimone, "I'm very pleased that our drivers care enough about safety to take the time to spread the word." Director of Safety Billy Erskine agrees, stating, "It's great knowing that our drivers do their best to keep everyone safe on the highways. It's even better when one of them helps educate fellow drivers."



Donna was rewarded with a stylish Southern Cal jacket and congratulations from her Fleet Manager, Chris Key. We're proud of her literary accomplishment as well as her safety attitude! Here is Donna's poem:

### Speed On

by: Donna Clevenger

Speed on, speed on,  
be happy and free.  
Go find a cop,  
it's all right with me.  
While you're sitting still,  
receiving your ticket,  
I'll drive by, smile and wave,  
going the speed limit.  
You might go unnoticed  
for years and years.  
You might think you know  
how to avoid the law,  
but when they do catch you,  
and believe me, they will,  
you'll waste lots of money,  
while your pay remains small.  
So, by all means, speed on,  
be happy and free,  
and when you throw  
away your money,  
be sure to throw it at me!

## Protecting Yourself In Winter Months

Sure, your truck is toasty warm inside. The heater works well, you've got plenty of windshield washer fluid to keep your view unobstructed, and you really don't expect any problems, do you?

Winter is the season when unusual things happen. Roads can be closed by snow fall or drifts or by law enforcement authorities. You could become stuck, possibly for hours, with a truck that won't run. Or, you could end up walking a long distance for help. Don't forget - major winter storms place quite a burden on tow truck operators and state maintenance crews. Help may not be available for hours if you become stranded.

Carry a winter emergency kit in your vehicle during winter

months. It should contain warm clothing to help you conserve body heat, including long underwear, insulated coveralls (blaze orange is best for visibility), and protection for hands, head (especially ears), and feet. A pair of rubber boots can keep your feet dry, and an extra blanket to wrap yourself in can be a lifesaver.

Carry enough food and water to help you survive until help arrives. Remember that you'll burn calories much faster when your body is trying to produce heat, so plan ahead. Carry these:

Bottled water, "sports" drinks, or fruit juice. Dehydration is a serious problem in the cold as your body loses moisture through breathing.



A "trail" mix containing dried fruit and nuts. These are high in calories and fat content and are an excellent "all purpose" food.

"Energy" bars; there are a number of popular brands available.

Beef jerky or another protein source, such as canned tuna, chicken, or ham.

Packs of crackers - with cheese, peanut butter, and so on.

Sunglasses are important in winter, too. Sunlight reflecting off of snow can not only become a vision barrier, but can also cause snow blindness. "Wrap-around" types or goggles are best. Remember - Expect the Unexpected by keeping sunglasses handy.



# 2007 Ends on a High Note for Driver Development Department

Southern Cal Transport reached some new mile markers in the past year in several areas. Here's a review:

**Teams:**

We ended the year with 251 team trucks, a gain of more than 22% over the 205 we had in January. That's a great growth rate in a tough trucking market, but through a great team effort we were able to add team drivers, along with the freight to keep them rolling.

**Team Up! Program:**

In order to provide incentive for solo drivers to team up with others, we offered a Team Up! bonus of up to \$1,000. The program was a great success, resulting in the addition of 23 teams to our total. The Team Up! program will be an integral part of our growth plans for 2008!

**Dedicated:**

Our dedicated opportunities grew by a whopping 178% in 2007. Dedicated still represents a small portion of our total business, but opportunities are growing

all the time as we continue to seek more dedicated options for our drivers.



**Intermodal:**

Our Intermodal fleet grew as well, at a clip of 67%. Our Atlanta Intermodal office was launched as well. Currently, opportunities are available in Atlanta, Montgomery, Memphis, Savannah, and soon Mobile and other cities may be added.

**Advertising:**

We greatly increased our recruiting opportunities this year with some new and innovative forms of advertising. 2007 saw increased use of Internet advertising, including such innovations as Google "adwords," email "blasts," direct mailing of postcards and telemarketing – as well as our first ever ads on Sirius Satellite radio! We will continue to seek ways to reach drivers who may be seeking new jobs in ways that are cost-efficient.

**Driver Referral:**

This has proven to be one of our most successful forms of advertising. Did you know that Southern Cal Transport paid out more than \$70,000 to our drivers who successfully referred other drivers? Did you get yours? We simply can not purchase advertising that is as effective as our drivers telling others what they like about working for Southern Cal. Please plan to take home your share in 2008!

## Top 10 Idle% and MPG

TRK	Idle %	Driver	TRK	MPG	Driver
1912	14.08	Lawrence Cannon, Jr.	1359	6.554	Cedrick Barfield
482	14.47	Robert Wyatt, Paul Clark	156	6.546	Robert Garcia
967	16.03	Gabriel Villarel, Charlie Hampton	995	6.532	Sherry & Martin Barnett
390	16.24	Jamelle Woolen	390	6.353	Jamelle Woolen
353	16.48	Thomas Campbell	986	6.352	Carol Gillars & William Russell
934	17.13	Judy & John Cox	996	6.335	Linda & Dimas Martinez
928	17.36	Tammy & Danny Beaver	989	6.327	Marvin Robinson
777	17.38	Sarah & James Rhoton	981	6.301	Rebecca & Stacy Turner
460	17.94	Alodia & Gregory Reynolds	992	6.267	Joni & David Pollard
471	18.58	Christine & Mark Dennis	946	6.254	Rona & Jimmy Rigsby

# SOUTHERN CAL

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### Expiring CDL's

Karla Kuhnel	09/02/07
Harold Bell	11/07/07
Robert E. Jr. Smith	12/15/07
John K. Jr. Brigman	12/19/07

### Expiring Physical's

Jann Knox Ward	08/02/07
Robert E. Jr. Smith	08/08/07
Andrew P. Brittingham	09/12/07
Terrie Williams	11/06/07
Melissa Magnusson	12/01/07
Frederick G. Stewart	12/12/07



We are proud to announce the introduction of the "Smith System" program to our fleet of drivers and staff. Many of you will recognize this name and for those who do not recognize it we'll be giving you a short explanation.



We feel and believe the "Smith System" techniques will be a huge value to you as a driver. Another tool to put in your tool box of knowledge and when used properly can prevent you from having a collision.

Every year, thousands and thousands of people die in pointless traffic accidents. In 2005 over 43 million people died on our highways. To put that into perspective that's the equivalent on one jet liner crashing every day of the year. Why? There are many answers to this question. The most important answer is that precautions were rarely taken to prevent these tragic events. True, some accidents are inescapable. But of the millions of accidents happening every year, only a small percentage are truly non-preventable. The right precautions do prevent accidents.

If the Smith System could be defined in one word, the word would be precaution. The Smith System is a series of interlocking techniques for preventing accidents. They help drivers to see, think and act their way through the multitude of driving environments, challenges and changes that exist no matter where they travel or what types of vehicles you operate. Total awareness, perceptive anticipation, accurate forecasting, early detection and deliberate reaction are the primary features of these techniques.

While preventing loss of life and property, the Smith System also prevents financial losses by helping drivers to reduce insurance claims, fuel consumption, and a substantial amount of vehicle repair, replacement and maintenance. Use of the System can also reduce the stress that often accompanies driving.

The Smith System has endured throughout the years because it is based upon common sense and logic. It's easy to learn and to remember. It's easy to practice, and it works day or night, in any kind of weather, in any kind of vehicle, anywhere, in both directions—forward and reverse.

The system consists of five "Keys", and the techniques for using each Key. The techniques are largely "interlocking", because they work in unison to provide you with a true system for enjoyable, economical, safe driving.

As of January 21st the Smith System was made a part of our new hire orientation process and will be presented each Tuesday and Thursday to the class. Also, it's our goal that EVERY current driver receives the Smith System program by July 1<sup>st</sup>. Each Monday starting at 10:00am the program will be presented. On Tuesday's the time will also be 10:00am with Thursday start time at 13:00hrs. Feel welcomed if you are here on an orientation day and come join us.

The System is not designed to teach you to drive a vehicle. It's very apparent that you already know this but instead it's a system that presents advanced driving techniques interlocking themselves together and when used prevents accidents. We look forward to seeing you. And as always, "Put Safety in the seat."