

THE VALLEY VIEW

Volume 11 Issue 04

April 2011

JANUARY DRIVER OF THE MONTH

Paul Rose

Paul is a company driver in our heavy haul division, truck #902. He currently resides in Grand Meadow, MN and has been with Valley since October 2007. Congratulations Paul!

FEBRUARY DRIVER OF THE MONTH

Trever TerMaat

Trever is a company shag driver in Truck #1102. He is from Spring Valley, MN and has been with the company since March 2009. Congratulations Trever!

WELCOME TO OUR NEW EMPLOYEES...

Shop

Seth Mallory
Cody Meyer
Cale Slawson

Office

Craig Dunbar
Tom Roemer
Brian Ptacek

Company Drivers

Marvin Saeman
Charles Melton, III
Mike Simons (Pilot Car)
Terry Stevens
John Pounders
Steve Vakoc

Company Drivers

Larry Stejskal
Tom Bergeron
Barry Crawford
Scott Murray
Jon Jensen

Owner Operators

Skip Shirley
Kevin Chilson
Warren Miner

MARCH DRIVER OF THE MONTH

Troy Morrison

Troy is a company driver in truck #1104. He is from Prairie du Chein, WI and has been with Valley since May 2008. Congratulations Troy!

Congratulations

to all of our first quarter
drivers of the month.

You are each a valuable member of our team and we appreciate all of your hard work and dedication. Your daily efforts do not go unnoticed and you set a good example for all drivers to follow. Thank you!



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Thoughts from MTA Chairman

The Difference between Excellent Service and Not

I was reminded just yesterday about how important customer service is to an organization. Having a bad customer experience isn't that uncommon, but what made me take note was my latest happened at church, of all places. It is just something you don't expect in that setting.

We went into the discussion knowing that we were likely to be disappointed, but didn't expect the level of closed-mindedness, apathy, and lack of caring that we experienced. Rather than feeling better after the discussion, we actually felt worse.

The experience got me thinking about customer service in our business. We cannot always satisfy everyone's requests, so we continually have the opportunity to disappoint. So, the question is, "how do you provide a positive customer experience when you can't satisfy your customer's needs?"

The answer seems to lie in the golden rule, treat others as you would like to be treated. If you have bad news to deliver, acknowledge the customer's concerns as legitimate, be respectful, be honest, provide options or alternative solutions, and apologize, if warranted. These may be simple things, but I am continually amazed at how often they are neglected.

I contrast the church experience with a dining experience that Kelly and I had a few weeks ago. We went to a local restaurant and decided to try something new on the menu. When the food came out, it wasn't what we expected. We were about halfway through the meal when the waiter asked how we liked it. We said it was ok, but not our favorite. He immediately stopped and asked us to order something different. We said that we were fine, but he insisted. A few minutes later, the manager came out and asked what we didn't like about the meal. She said that they had received a few similar comments and wanted to fix the product. Now that is customer service!

If you ever find yourself hungry in Eden Prairie, I would highly recommend Kona Grill. The food is great and the service is outstanding. However, if you are in need of a good church, I can't help you there.

By: Keith Klein, MTA Chairman. (MTA Magazine, p. 6)

A MESSAGE FROM BROKERAGE

It's been a busy and great start to the year. We have all had a lot of changes and a lot of challenges, but everything seems to be working out real nice.

I can't stress enough how important it is to put in as much information for our loads. It will save all of us phone calls and time. We are finding out that there are not a lot of trucking companies left, and there does not look to be an end in sight as to the customers that are looking to us to help them out. Let's all work together and make it another good year.

Bruce, Brokerage Dispatch

ELECTRONIC LOGS

Well, April 1st has come and gone! Believe it or not we made the deadline for having the entire fleet running electronic logs! This is a huge accomplishment and THANKS to all of you for your cooperation in this. We will be saving a lot of time by not having to enter the paper logs when they come in and you as the driver should see a time savings as well. There are a couple of reminders:

1. Make sure that you are marking your **vehicle inspections** properly! I cannot stress the importance of this enough. You can find this section under Driver Logs and then arrow down 8 times to vehicle inspections and select the correct one. This MUST be done this way to avoid receiving a phone call from the office.
2. A few drivers have found out the hard way that you must take a full 10 hour break. The system does know if you don't and there is nothing Tori or I can do if you do not take a full 10 hours.
3. If you forget to put yourself in an Off Duty status for the night, the system will move you to an On Duty status. When you go to leave in the morning, it will look as though you do not have any hours and the system will show in you in an 11 hour or 14 hour violation. You must not move until you have talked with Tori or I to get this fixed. If you take off and this has not been corrected and then have a DOT inspection, you run the risk of being put Out of Service due to the logs showing you in violation!

I know that this has not been an easy transition, but WE ALL have had to learn e-logs! Please keep up the good work that you all have been doing and this will become much easier as time goes on! If you have any questions, you may call Tori or me and we will work with you. Thanks again and enjoy the warmer temps. Stay safe!

Stephanie, Billing Clerk/GPS Administrator

PERMITS

After what seemed like an endless winter we are finally seeing our first signs of spring up here. With that I am reminding everyone it is that wonderful time of the year for construction! Be sure you are verifying routes accordingly with state Departments when using your annual permits in states where we run them. California plans to begin work in the Truckee scale area this summer and will again include an escorted detour with Toni's Pilot car so stay in contact with me if needed. We will only be traveling that way if delivering in the general area up there not if traveling to/from Madera, Merced, Fresno, etc. When heading to that area take the south route down INT 15 through Las Vegas. The new Georgia Annual permits and amber light stickers are here as well, and plan to see the Mississippi blanket by next week for all trucks.

Be sure to have updated provision sheets as a few states have changed and do need to be updated (Illinois, Indiana). Other than that there is not too much more to update you on, just be sure you are bringing your books in to be checked out whenever you are back at the yard before being signed off.

Erick, Permit Coordinator

TOP 20 DRIVER VIOLATIONS

<u>RULE</u>	<u>DESCRIPTION</u>	<u>SEVERITY</u>
1. 395.8	Log violation-general/form and manner	2
2. 392.2S	Speeding (severity is based on speed and location)	1-10
3. 395.8(f)(1)	Driver log not current	5
4. 391.41(a)	Failing to carry medical certificate	1
5. 395.3(a)(2)	Driving after 14 hour on duty limit	7
6. 391.11(b)(2)	Non-English speaking driver	4
7. 392.16	Failing to sue seat belt	7
8. 395.3(a)(1)	Driving after 11 hour driving limit	7
9. 395.8(e)	Falsifying a log	7
10. 391.45(b)	Having expired medical certificate	1
11. 392.2C	Failure to obey traffic control device	5
12. 395.8(a)	Failure to have a log	5
13. 395.8(k)(2)	Failing to retain previous 7 days logs	5
14. 393.23(a)(2)	Operating a CMV without a CDL	8
15. 391.11(b)(5)	Lacking valid license for vehicle type	8
16. 392.2FC	Following too close	5
17. 392.2LC	Improper lane change	5
18. 391.15(a)	Driving a CMV while disqualified	8
19. 395.3(b)	60/70-hour rule violation	7
20. 391.11(b)(4)	Driver lacking physical qualification(s)	2

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“Great minds discuss ideas

Average minds discuss events

Small minds discuss people”

~Eleanor Roosevelt



"OUR GOAL IS TO HELP YOU REACH YOURS"

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With over 20 years of transportation experience, we at Valley Transportation have concluded that, "You can only be as good as the people on y our Team." With confidence and pride, Valley Transportation has put together the most qualified and capable people for each job. This Team is able to handle all of our customer's hauling needs, questions and concerns. From the most difficult pieces of equipment to the most basic, from 200 miles to 4,000 miles, Valley Transportation's employees are eager to assist and will handle its customers' equipment with the utmost respect and caution.

Confidence, Pride, Teamwork

ANNIVERSARIES AND BIRTHDAYS

Birthdays

Cale Slawson	April 02
Dean Puckett	April 07
Don VanTries	April 08
Joe Monroe	April 09
Stephanie Servick	April 11
Thomas Seay	April 11
Steve Martin	April 16
Larry Richardson	April 27
Victor Mejias	April 28
Dave Reineke	April 29
David Harrison	April 30

Anniversaries

Dean Puckett	8 Years
Bob Schwickerath	7 Years
Robert Harris	7 Years
Jeremy Swanson	5 Years
Brent Hellickson	4 Years
Mike Gibson	2 Years
Lonnie Helgeson	1 Year
Shane Seegers	1 Year
Larry Richardson	1 Year
Howard Thompson, JR	1 Year