

THE VALLEY VIEW

Volume 11 Issue 06

June 2011

MAY DRIVER OF THE MONTH

Allen Brown

Allen is an owner operator in truck #0604.
He currently resides in Burlington, NC and has been with Valley
since November 2008.

Congratulations Allen!

WELCOME TO OUR NEW EMPLOYEES...

Company Drivers

Jason Schachterle
Earnest Pearce
Erik Matthews

Owner Operators

Arik Ling

Pilot Car Drivers

Scott Gibson
Matthew Garcia



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A Message from Recruiting

Referrals

As Valley Transportation grows and we add trucks to the fleet; and with drivers coming and going I am caught in the ongoing battle to keep trucks filled and on the road. It can be a challenge to get good drivers into our trucks. That is where you come in! I need your referrals!

My last three years in the Air Force I was a recruiter; and the best people I put into the Air Force were referrals by Air Force members. Referrals are gold to a recruiter because you as a company employee do not want to work with someone that you do not like, you want to work with someone you know.

Here is a term I like to use, with its definition, **Referral Marketing**: *a method of promoting products or services to new customers through referrals, usually word of mouth.* Such referrals often happen spontaneously...you market Valley Transportation every day while out on the road. You, the driver, can make or break us as a company. Your appearance, attitude, driving habits, load securement, and cleanliness of your truck is how you market Valley Transportation. Keep that in mind for all of us.

We have 29 new trucks coming over the next couple of months. Send me your referrals—that way we can add quality drivers to our fleet. The better the driver we have, the better our CSA score gets and that equals less time meeting “The Man” at the scale house. Keep the referrals coming! Your referrals can add a little extra cash in your pocket if the referred driver is here for 6 months.

Remember this; referrals to me are like tires to a NASCAR driver!

Craig,

Recruiter

A MESSAGE FROM BROKERAGE

We have finally made it to summer. Long time getting here and it never lasts long enough it seems. The road postings finally went off and the freight is moving. With that being said, please make sure you are securing your loads properly. We have been getting our fair share of roofs blowing off and window damage. Please be sure to vent the cab when loading as to relieve the pressure inside the cab.

The auctions will be going strong in June and July so if you are going to an auction to load, please be patient. Remember, most auction freight is COD. So if you are not told COD, be sure to call! It's easier to collect the money when the equipment is on the truck rather than on the ground.

Hope this reaches everyone well and drive safe!!

Pete,

Brokerage Dispatch

A MESSAGE FROM DISPATCH

Summer is finally here which means construction season is in full swing. It seemed like winter would never go away.

When ordering permits, try not to pad them with extra inches because you'll never know how far out of the way they will route you due to construction. Just a reminder on a few items :

- Double Check your Permits for
 - truck numbers, weights, routes and serial numbers if needed.
- Make sure to call ahead when loading and delivering.

Everyone has been doing a great job, keep up the good work and have a safe summer.

Jeremy,
Dispatcher

PERMIT UPDATE

Construction season is here which means there are a lot more restrictions out, try and make sure to get your actual dimensions and weights to us as soon as possible. It will help us get you a better route, and with the price of your permits in a lot of cases.

Please use your PeopleNet whenever possible! It helps both Erick and I get your permits to you a lot quicker when we are not tied up on the phone. We also could still improve on getting good fax numbers! Try not to have your permits faxed unless you are at the place you are getting it faxed to. I know at the end of the day and on weekends it is sometimes necessary to have us send it ahead, but this should be the only time that it happens.

Hope you all have a safe and enjoyable 4th of July!

Adam,
Permit Coordinator



**Congratulations to George Fowler –Baby boy, Jethro
Born: 6/9/11, 6lbs 2oz, 19”**

"OUR GOAL IS TO HELP YOU REACH YOURS"

VALLEY TRANSPORTATION SERVICE, INC.

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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

Joseph Ludemann	June 01
Trever Termaat	June 01
Dale Gatzke	June 02
Terry Stevens	June 10
Don Burnett	June 10
Michael Elliott	June 13
Kevin Henry	June 16
Jimmie Arnold	June 17
Brian Cartier	June 22
Travis Jones	June 22
Howard Thompson, JR	June 23
Terry Clark	June 25
Jon Jensen	June 28
Brian Molloy	June 30

Anniversaries

Mike Munroe	11 Years
Nick Baldus	06 Years
Kristi Jack	05 Years
Red Alden	05 Years
Brian Cartier	04 Years
Craig Stier	02 Years
Kevin Bennett	02 Years
Ron Baker	01 Year
Ben Smith	01 Year
Robert Brown	01 Year
Terry Clark	01 Year
Todd Gibbs	01 Year