

# THE TRANSPORT

## JRayl Transport Newsletter



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### Who is JRayl DET?

By Amanda Jones

#### Employee Engagement/Retention

The life of a driver in the transportation industry includes days, weeks, and months away from home, family and friends. Each week is different. Different routes, different schedules, different customers, and various locations makes it difficult

to participate in daily life. There are few jobs that require being away from home most weeks, aside from trucking, military, traveling sales, or oilfield workers. Truck driving is in a league of its own as a career choice. Finding a company that understands the importance of getting home regularly, if that is a priority, is a key to finding happiness in your career as a driver.

JRayl has a dedicated staff to support their driving family members. The team works with the drivers daily as a driver advocate to provide help wherever needed. If the driver has a safety question, payroll request, or a human resource need, the driver advocate will assist the driver. In the case of illness or personal issues, the Driver Experience Team (DET) will provide continued support to the driver.

DET also organizes family focused events to celebrate the drivers and their families. JRayl was founded on strong family-first values (for the past 30+ years) and they stand behind that value everyday! DET has helped implement updates to the terminal driver rooms. DET has even written letters to help drivers get personal loans. The team is available 24 hours a day, 7 days a week whether it is job related or personal and all information is kept confidential. JRayl's DET cares about the JRayl family, present and past employees. From drivers that retired due to medical reasons to making house calls to check on a current employee on medical leave; the team cares and wants to provide support to the JRayl family members. If a driver needs a friend to lean on or if a Driver Manager is not sure how to handle a situation, DET will answer the phone any time of day or night to help!

In late August of last year, after Houston was affected by the devastating hurricane and flooding, several JRayl drivers were affected by the natural  
(Continue next page)





SWENSON'S FOOT TRUCK IN AKRON

## DET Cont.

disaster. The DET members called each driver daily to make sure the driver and their family were safe and healthy. DET also collected funds and supplies for the drivers in need. The JRayl family came together to support their Houston family members. The support also included a JRayl Owner-Operator driving, on his own time, a JRayl trailer full of supplies to the families in Houston!

JRayl recognizes that the views from a truck cab can be rewarding but also challenging each day. If the driver wants to bring a guest rider, JRayl DET implemented a program to allow for the passenger and includes safeguards so the passenger is protected while in the vehicle. When JRayl has a new driver, members of DET will call the drivers weekly to make sure they are happy and comfortable with the new position. The first few months in any new job are stressful and awkward. JRayl wants each driver to feel at home, like family, from day one of the job.

A career in trucking can be rewarding, especially if you learn how to manage your time outside of the cab. JRayl views family as a core value. Anyone who is an employee is more than a time card but a member of their family.

Family supports family, like JRayl's DET, to provide continued support and care to ensure the drivers are home each weekend to be with their families. JRayl's DET hosts events like family bowling, Easter Egg Hunts, cook-outs, food trucks, and potluck meals. DET designs engagement programs that bring the JRayl family together inside and outside of the office.

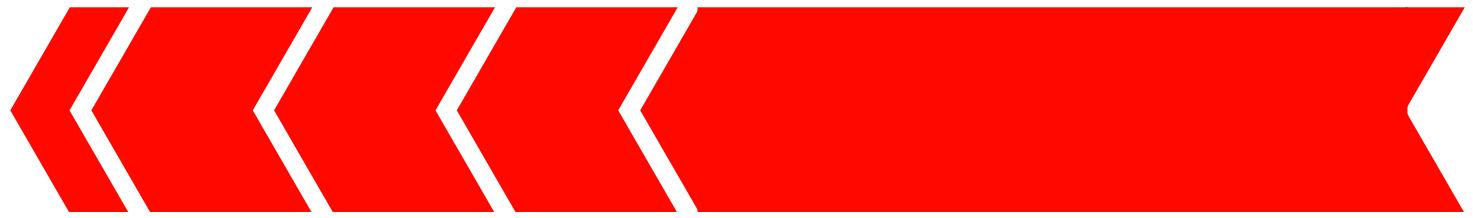
JRayl's DET is the heart of the organization.

Located at the Ohio headquarters, their number one responsibility is to listen to the needs of the drivers and employees. The team has implemented new healthcare options, better incentives for the driver referral program, and new recognition programs. DET has resolved customer concerns and safety worries by communicating with the drivers. As drivers are welcomed home to the terminal on Friday's, DET supplies hotdogs or other treats in appreciation of their demanding work week. DET wants to improve the employee experience and works towards the necessary changes to ensure that success! The efforts of DET has allowed JRayl to have some of the highest employee satisfaction scores in the industry which is reflected in some of the lowest driver turnover rates in company history.

The life of a truck driver can be hard for some but JRayl's DET wants to help. They cannot help you back into a narrow alleyway or fix a flat tire but they can help you find the necessary resources to solve those challenges.

DET listens and acts upon the needs of the organization. Employee satisfaction is proof that JRayl's DET program helps the organization. DET makes a difference in retention and helps provide quality work experiences for the JRayl family members. JRayl's success is in our people. Understanding the needs of our employees starts with DET. In the Heart of it All - We want your call!

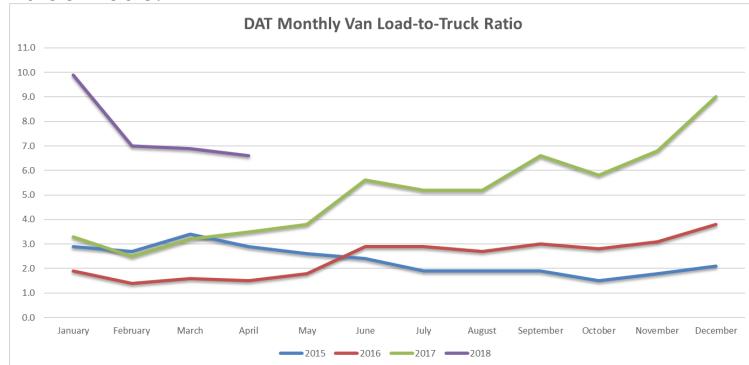




# From the office of Ryan Richards

Ryan Richards, Chief Operating Officer- JRayl Transport

For the second company newsletter of 2018, I wanted to give the company an overview of the current transportation market and its impact on JRayl. 2018 has thus far truly been historic in terms of demand for transportation. Since deregulation in the 1980's there has never been demand for transportation at this level. In my role as COO, I get asked how do we measure demand? There are numerous economic indicators to follow but I focus in on one very simple metric: The DAT's load to truck ratio.



The load to truck ratio is a measure of how many trucks are in a certain market versus how many loads. Essentially is it a real-time indicator of the spot market. Traditionally this is used by our brokerage team to get a feel for what carriers will demand in terms of rate each day. However, tracking it daily, I use it to get a feel for the overall freight market. Over time, spot market rates translate into how contract rates are negotiated. In 2015 and 2016 the national average was roughly 2.5 loads for every one truck. In 2017 the market started to heat up and the load to truck ratio jumped to 5 to 1. Thus far in 2018 the number is almost 8 to 1! At that level shippers need to be smart on how they treat their carriers and carriers need to be smart on which shippers they want to partner with.

What does this mean for JRayl? JRayl honors its commitments to customers and focuses on maintaining long term relationships. One of our core values has

always been honoring our word and not simply following the highest paying customer each day. Thus far in 2018 that is exactly what we have done. My focus has been working with our core customers to negotiate rates that are fair for our customers and allow JRayl to invest in our future.

So, what is JRayl doing to invest in our future? First and foremost, in this business we must cater to our drivers. We will always put our drivers first because without them we do not exist. Already in 2018, we have increased the driver PTO package and increased the per mile rate for all mileage drivers. In addition, we are focusing on equipment. Keeping our fleet new is key to driver safety, retention and vital to our long-term success. In 2018 JRayl has made the largest equipment moves in its 31-year history! We have purchased 200 new Wabash trailers and recently I signed a new 100 tractor deal with Ryder. In that new tractor deal we will be removing the 2012 tractors and the 2015 tractors from our fleet and replacing them with new 2019 equipment. This will give JRayl almost 150 tractors that are less than one year old!!! What does JRayl need each of you to focus on? Please remember that our drivers are our lifeblood. Together, let us do whatever we can to make JRayl their employer of choice. Trust me, they have options! Secondly, please remember how important our core customers are to the business. As I mentioned earlier, JRayl is focused on maintaining its core customer base. Even though the freight market is strong right now, I need everyone to treat our customers as if we need them more than they need us. Regardless of how high the demand for transportation becomes, our drivers and our customers should continue to be our focus for growth.

In closing, I want to thank everyone for your hard work and dedication. My nine-year anniversary with JRayl is quickly approaching and I consider it a privilege to work with our whole team. Your efforts each day are what makes JRayl a special place to work and the carrier of choice for many of our customers. I am truly proud to be part of the JRayl Family!

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# JRAYL ON AIR

## WKYC CHANNEL 3 APPEARANCE



JRayl was interviewed by NBC affiliate WKYC Channel 3 as part of their Lakeside Live Segment on April 3, 2018. JRayl's representatives Jerry Ballard and Tara Trautman were interviewed by WKYC's Weatherman Michael Estime. Michael asked Jerry and Tara a little about JRayl's growing family as well as challenges of the industry. It was a fantastic opportunity for JRayl to highlight our family members and provide further information about our Driver

### Experience Team, Recruitment, and Training Programs.

"While this experience was a bit nerve-racking, it was great to be able to get in front of people in our area to talk about JRayl and our culture! I was excited to educate people who may have never heard of JRayl before this airing," Tara Trautman shared when asked about representing JRayl on the Lakeside Live Segment. "I enjoyed speaking about the lucrative and rewarding career opportunities we can offer CDL Drivers. It was a wonderful opportunity to explain how they can begin their career here at JRayl." Tara has been a member of the JRayl family since 2016.

JRayl was happy to appear on the television segment and appreciates the support of NBC (Channel 3 WKYC is the local NBC affiliate). This is JRayl's second opportunity to be a featured business on a televised afternoon show.

"Once I got over the, TV really does make you look 10 pounds heavier thought in my head, it was great. I am always excited to have the opportunity to share the JRayl experience with people and the television appearance was a perfect chance to do just that," Jerry Ballard commented about the live TV experience. "We got phone calls inquiring about our company immediately after the segment aired so I guess it works!"

JRayl also has a commercial that is aired currently on NBC and will hopefully have more opportunities to educate the Cleveland/Akron area about JRayl Transport. Stay tuned and follow us on social media (Facebook, Twitter, YouTube, LinkedIn, Google+, and Instagram)!

## REFERRAL PROGRAM UPDATE

BY TARA TRAUTMAN

### Keep up the Referrals!

On behalf of the JRayl Recruitment Department, I would like to thank those of you who have been referring some great new additions to JRayl! I hope you are all enjoying your TV or Grill package also! From the beginning of 2018, we have done a television promotion and a grilling package promotion. From those programs we have had 25 employee referrals. Let's keep this going!

As we are approaching the Third Quarter, we appreciate your feedback and continued support of the referral program. Please spread the word about how much you enjoy working here at JRayl. Let a potential new hire know your favorite part of being a member of the JRayl Family.

Together we can help continue the growth plans that JRayl has in store for an exciting future. Stay tuned for a new Referral Promotion for Third Quarter!



RICHIE MIKOS ENJOYING HIS NEW GRILL FROM THE REFERRAL PROGRAM

**recruitment@jrayl.com**  
**844-GO-JRAYL**



## MILLION MILE CLUB

The JRayl family would like to recognize Driver Gus Ours for his achievement of over 2.5 MILLION ACCIDENT-FREE Miles. Gus has been part of the JRayl organization for over 25 years and has never had a recordable accident in his professional CDL career with JRayl. To put the miles into perspective, You would have to drive around the circumference of the earth over 80 times to equate to the miles Gus has driven. He could have traveled to the moon 8 times in a JRayl vehicle!

JRayl recognized Gus at a recent OTA event in Sandusky. Gus was asked to represent JRayl in the Ohio Truck Driver Championship. He did not know that the purpose of the invitation was to also recognize him for his safe driving achievements. Gus was very modest and surprised by the recognition. When asked about driving over 2 Million Miles, he stated "I didn't realize it was that many miles already!" Gus gave some advice to fellow drivers regarding his safe driving record. "Patience is not a bad thing! It is better to be late then to never arrive at all. There will always be time to get there." Gus also shared with us about his humble beginnings at JRayl. Gus was working as an assistant manager at a restaurant in Akron. He came home to his wife one day after quitting due to family politics in the restaurant that hindered his ability to ever advance his position at the company. Gus reached out to his father-in-law, Dick Towne Sr., and learned from Dick how to deliver freight for JRayl. He has been a JRayl family member ever since! JRayl is very proud of your achievements Gus and wish you safe travels in your next Million Miles!



MIKE COWANS, RANDY LEWIS, AND MILLION MILER GUS OURS AT THE COMPETITION

## OHIO TRUCK DRIVING CHAMPIONSHIPS

JRayl participated for the second year in the Ohio Truck Driving Championships in Sandusky at the Kalahari Resort. The event is a two-day driving event where drivers are asked to drive a short course, take a test, and perform a pre-check for the chance to win their division. JRayl entered three drivers who have an accident-free/incident-free driving record since their employment at JRayl. The JRayl drivers participated in the Small Team Competition in a 5-Axle Sleeper Berth Tractor-Semitrailer. Each driver was asked to read "Facts for Drivers Handbook" to prepare for the event. The drivers that participated in the event included Gus Ours, Randy Lewis, and Mike Cowans. Gus commented that his nerves got the best of him and he wished he would have done better on the pre-trip and the driving challenge but hopes to participate next year. Randy Lewis and Mike Cowans participated in the event last year and were honored to represent JRayl again in the event. Mike Cowans enjoyed the opportunity to represent JRayl and was happy with his performance. He learned a lot but also appreciated helping to calm the nerves of the new participants in the competition.

**Website Updated!  
Visit: [WWW.JRAYL.COM](http://WWW.JRAYL.COM)**



# TRANSPORTATION

## INDUSTRY UPDATES

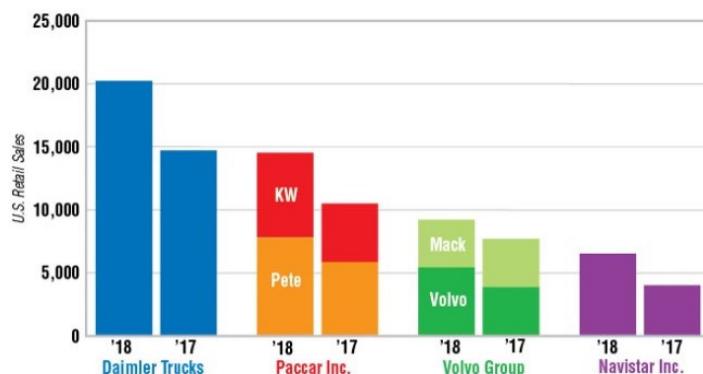
### 2018 CLASS 8 TRUCK SALES

The first three months of 2018 have seen the highest volume of US Retail Class 8 vehicle purchases in the history of the industry. The last time sales were trending this strong was in 2006. EPA emissions regulations changes encouraged an ordering flux to beat the EPA new guidelines in 2007. The driving factor of the market today has been the increase in freight demand and decreased capacity to manage the volumes. JRayl is also seeing market growth as we go into 2018. JRayl has seen organic growth from our existing customers as well as the addition of a few new customers.

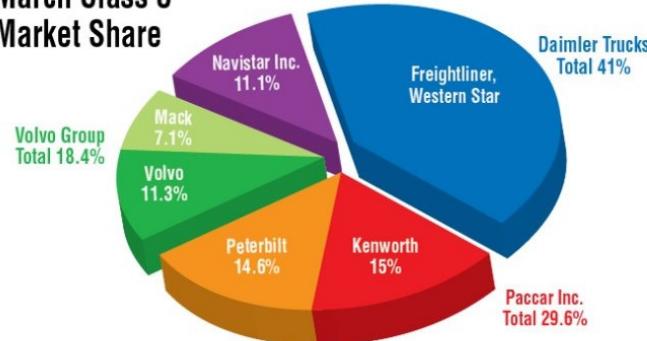
So far in 2018, Truck orders have averaged 45,400 units per month. For the first quarter, sales jumped 36.8% to 50,529, compared to 36,937 in 2017 first quarter. This is a sign that it will be a very strong year for truck manufacturers as the first quarter sales are traditionally weak compared to the rest of the manufacturing year for Class 8 vehicles.

The equipment purchasing boom has extended to the trailer side of the industry as well. Historically, the trailer side of the industry has been strong but trailer orders were at their highest level in the past several years as of March 2018.

**Class 8 Truck Sales Through March 31**



**March Class 8 Market Share**



Transport Topics graphic

There are a lot of future discussion such as autonomous driving, platooning, drones, and electric trucks in the transportation industry.

Aerodynamic and powertrain improvements aid in fuel efficiency. There is also a new shift in transmission preference in North America to an automated manual transmission. 90% of all vehicles being produced today are with an automated manual transmission.

Within the vehicle improvements, the human factor has been a larger focus to meet the immediate needs of the driver. From driver safety, comfort and other interior features can be found in the latest manufactured Class 8 models.

Remote proactive truck diagnostic simplified service communication and repair planning to help keep the drivers on the road. Additional advances include emergency braking, active lane-keeping assist, adaptive/predictive cruise control as well as blind-spot monitoring.

\*References: Transport Topics, "Class 8 Sales Jump Past 19,000; March Volumes Is Year's Highest"; Truckinginfo.com, "First Quarter 2018 Truck Orders Hit 12-Year High"; truckinginfo.com, "Volvo Celebrates 35 Years of Innovative Truck Design in North America article"

# #SAFETYFIRSTJRAYL

## 10 TIPS FOR DRIVING SAFELY IN WORK ZONES\*

1. EXPECT THE UNEXPECTED! (Normal speed limits may be reduced, traffic lanes may be changed, and people may be working on or near the road.)
  2. SLOW DOWN! (Speeding is one of the major causes of work zone crashes.)
  3. DON'T TAILGATE! KEEP A SAFE DISTANCE BETWEEN YOU AND THE CAR AHEAD OF YOU. (The most common crash in a highway work zone is the rear end collision. So, don't tailgate.)
  4. KEEP A SAFE DISTANCE BETWEEN YOUR VEHICLE AND THE CONSTRUCTION WORKERS AND THEIR EQUIPMENT.
  5. PAY ATTENTION TO THE SIGNS! (The warning signs are there to help you and other drivers move safely through the work zone. Observe the posted signs until you see the one that says you've left the work zone.)
  6. OBEY ROAD CREW FLAGGERS! (The flagger knows what is best for moving traffic safely in the work zone. A flagger has the same authority as a regulatory sign, so you can be cited for disobeying his or her directions.)
  7. STAY ALERT AND MINIMIZE DISTRACTIONS! (Dedicate your full attention to the roadway and avoid changing radio stations or using cell phones while driving in a work zone.)
  8. KEEP UP WITH THE TRAFFIC FLOW. (Motorists can help maintain traffic flow and posted speeds by merging as soon as possible. Don't drive right up to the lane closure and then try to barge in.)
  9. SCHEDULE ENOUGH TIME TO DRIVE SAFELY AND CHECK RADIO, TV AND WEBSITES FOR TRAFFIC INFORMATION. (Expect delays and leave early so you can reach your destination on time.)
  10. BE PATIENT AND STAY CALM. (Work zones aren't there to personally inconvenience you. Remember, the work zone crew members are working to improve the road and make your future drive better.)
- Most States have a 511 Road condition app that you can download to your smart device.

\*Source: Idealease Safety Bulletin by Idealease April 6, 2018



## SAFETY MEETING IN NORTH LIBERTY

BY CHRIS BRICE

Recently I had the opportunity to travel to JRail's North Liberty terminal for the first time. I was tasked to conduct the quarterly safety meeting. This presented the opportunity to gain some insight and concerns from the terminal's drivers. Additionally, I discussed with Pete Cicero and Randy Scamehorn on how the Safety team can assist in improvements. It was a honor to meet most of our drivers while in town. It was awesome to finally put a face and personality with a name.

One of the great things about the trip was the ability to work on a project that gives something back to our drivers. Through the hard work and vision of the organization, we were able to open the new driver's lounge at the terminal. The new driver's lounge is a perfect place to give the drivers a chance to unwind and relax by watching TV while sitting in a massaging recliner. They can grab a shower in the new private bathrooms or refuel with food out of the vending machines.

The safety meeting that was focused on unsafe driving. During the meeting we identified the definition of unsafe driving, JRail's CSA scores and what the drivers can do to stay safe on the road.

Safety Tips included:

- Keep a 7 second follow
- Use the Smith System keys
- Speed Reduction

There was also the ability for Lisa Blount, JRail's driver of the year, and the many 10, 5 and 3 year drivers to be recognized in front of their peers.

All in all it was a successful trip! I am looking forward to the next time I will be back in North Liberty to work with our team. Drive safe!

# JRAYL FAMILY HEADLIGHTS

# J R A Y L S F A M I L Y M A T T E R S



JRayl employs over 400 family members. From drivers, owner-operators, maintenance, terminal managers, driver managers, accounting, payroll, to human resources, JRayl would not be the organization we are without the family members that help make it great! This quarter we wanted to highlight a few drivers in our fleet because "We are who we are because of our drivers" – Jeremy Rayl was best at quoting.

## DRIVER RANDY LEWIS

Randy Lewis, has been a CDL driver since 1999. He is married to Nancy Lewis, 32 years, with 3 children and one grandchild so far. Randy is a driver trainer for JRayl and has been part of the family for over 5 years total. He has over 600,000 accident-free miles driving with JRayl and has participated in the Ohio Trucking Championships for JRayl for the past two years. You might have seen Randy's daily peace prayer on the Visitor JRayl Facebook Driver Community page.

Randy enjoys bike trails and yoga to keep in shape. He sings every Sunday with his praise team at church. Randy is a hardcore blood donor, over 35 gallons to date, giving blood platelets every month. He is taking an Eco-Theology course at MTSO, the Methodist Theological School in Ohio where he earned a Masters in Divinity and in Christian Education many years ago. Randy would really like to get back into a professional ministry/service roll with his church or other Christian service agency. He has done a lot with Habitat for Humanity and other voluntary mission expressions over the years. In July of 2018 Randy will be doing his third mission trip to Cuba. He does the Mountain Top mission project with his local church performing home repair projects for those in need. Randy also does a men's 4-day spiritual retreat once a year.

Randy is a former United Methodist minister holding a clergy status and is an ordained Deacon. That is a special designation for specialized ministries rather than a traditional pastor. Randy has been on the staff of several churches in his ministry history. It has been 15 years since he has been on a church staff but it has not kept him from being in ministry as a volunteer.



## DRIVER OF THE MONTH UPDATES

JRayl would like to recognize the following drivers for their hardwork and dedication to the JRayl family vision for a better tomorrow!

**Month of January:**  
Bryan Phillips (Sunnyvale)

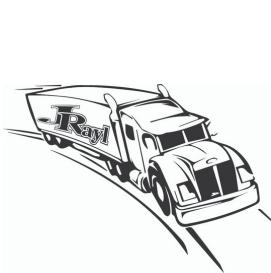
**Month of February:**  
Robert (Scott) Schwarz (Danville)

**Month of March:**  
Jerry Tefteller (Sunnyvale)

**Month of April:**  
Jerry Blum (Akron)

**Month of May:**  
Thomas (Richie) Mikos (Sunnyvale)

Congratulations & Drive Safe!



**JRayl**

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