

# Utah Trucking

*Utah's Voice in Trucking*

2022 Autumn Shotgun Shoot

## 2022 TruckPAC Golf Tournament

2022 SUTA Scholarship Recipients



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Fall 2022



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## UTAH TRUCKING ASSOCIATION PRESIDENTS MESSAGE

Dear Association Members and Friends,

The leaves are coming down, and the temperature is starting to fall as each day gets shorter. I have been in the trucking industry for 28 years, and President of James Clark for 15 years. We are a refrigerated carrier, and we are busiest during the 3rd and 4th quarters because we haul food. Many times, our group works through the holidays, and we miss gatherings and vacations with our families. It's a sacrifice that drivers and staff experience in transportation so that the rest of the country can enjoy stocked store shelves. Even when we are present at a function, we can be on the phone all night trying to solve problems with a breakdown or a driver fighting a storm trying to make a delivery. We are the backbone of our nation's economy that does not get noticed unless the store shelves are empty. I marvel and feel blessed that I work with a group of people at the Utah Trucking association that are just like me and my staff. The trucking community are humble, generous, hardworking people which make this State of Utah and this country so great. Keep on Trucking and Happy Holidays to everyone!

Sincerely,

Gregory D. McCandless





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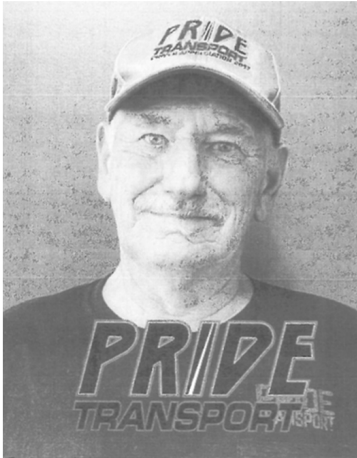
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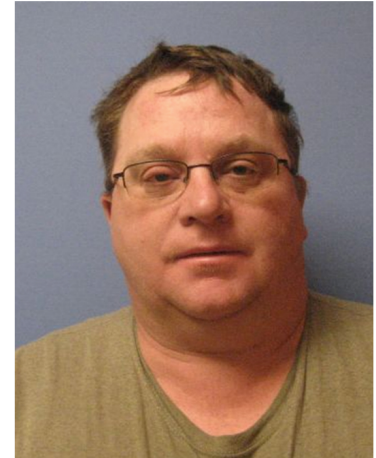
## Truck Drivers Of The Month



July, 2022  
John M. Easling  
2 Million Miles  
Pride Transport Inc.



July, 2022  
Mark Naldrett  
1.2 Million Miles  
C.R. England



August, 2022  
Orson K. Broadbent  
3.2 Million Miles  
Parke Cox Trucking, Inc



August, 2022  
Wesley J. Fenus  
570,000 Miles  
Parke Cox Trucking Co. Inc



October, 2022  
David A. Vanweerd  
2.2 Million Miles  
C.R. England



October, 2022  
Bradley A. Long  
2.8 Million Miles  
Stokes Trucking





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# Utah Hosts 63rd Annual Safety Rendezvous



After a two year COVID restriction the 63rd Rocky Mountain Regional Safety Rendezvous was held in beautiful Park City, Utah. With about 90 in attendance they were well rewarded with speakers like Scott Hernandez and Davide Garcia, Federal Motor Carrier Administration. Nathan Skeen and Joel Taylor from Snow Christensen & Martineau talking about "Nuclear Fallout" along with Dr. Nathan Foote, Intermountain WorkMed reviewing "DOT Physicals". Jake Peters, Meramec Solutions discussing "Facebook Advertising for Driver Recruiting" and Chris Marino presenting "Truckers Against Trafficking". The Rendezvous concluded with Cpl. Justin Cloward, Utah Highway Patrol and Steve Goodrich, UDOT Motor Carrier Division conducting a roundtable discussion on the "Partnership of Law Enforcement and the Trucking Industry."

It was two days getting acquainted with old friends and meeting new faces and enjoying being together again. We congratulate Colorado's Kiel Crist, GeoStabilization International for being selected as Safety Supervisor of the Year.

We want to thank our Sponsors & Exhibitors: SDI, Barney Trucking, Great West Casualty Company, EnviroServe, Double D Distribution, Basin Western Inc. and J.J. Keller. The Safety Rendezvous will be in beautiful Montana next year. Plan to attend.



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# Thank You To Our

# Guest Speakers









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# 'TIS THE SEASON A REFRESHER ON WINTER DRIVING

Written By: Attorney Joel D. Taylor of Snow Christensen & Martineau

While returning home from opening weekend of Utah's deer hunt, I was travelling westbound through the Strawberry Valley on Highway 40, approaching Daniel's Summit. A snowstorm just passed through the area. The skies began clearing and the temperatures dropped. Snow appeared to blanket the highway, but it was soon apparent that the snow turned to sheet ice. Approaching the summit, a big rig going westbound was stopped in the roadway unable to gain the necessary traction to continue up and over summit. A fender bender between passenger cars already occurred and a small truck was turned sideways in the road in the eastbound travel lanes. As I crept over the summit, two more big rigs heading eastbound were stopped on the highway blocking traffic. The semi-truck drivers were out of their cabs trying to attach chains to their tractor's tires. This was the first real winter driving conditions I observed on Utah's roadways during the fall season this year. It reminded me of the necessities of winter driving which are applicable to all drivers, but especially to our needed professional commercial drivers operating semi-trucks on Utah's roadways. Here is a brief refresher on winter driving that will help all drivers travel safely this coming winter.

Patience! Patience is of upmost importance when operating vehicles in winter conditions. Winter conditions require us to slow down. We will need more time to travel to our destinations. Recognizing the old moniker that "time is money," the money isn't worth being involved in a serious accident. Slow down! The overwhelming majority of winter driving vehicle accidents are caused by a driver travelling too fast for the conditions. As attorneys, we see this repeatedly when dealing with accidents. The faster the speed the worse the accident. When big rigs are involved, the consequences are often catastrophic. I would recommend turning on your favorite Christmas music station and taking it slow. If conditions warrant, get off the roadways and wait for the storm to pass and the plows to do their thing. This will help ensure you are returning to your loved ones over the holiday season.

Preparation! The old Boy Scout motto of "Be Prepared" is applicable to driving in winter conditions. This includes carrying the proper equipment. Just as important as having the right equipment is knowing how to use the right equipment.



For example, be familiar with putting tire chains on your tractor. Have a warm coat and good winter gloves so you can touch the cold metal and lay on the ground if necessary. I watched during the recent deer hunt as a fellow hunter tried to put tire chains on his truck so he could make it out of a precarious situation. When it was apparent he didn't know how to put his tire chains on his truck, our hunting party assisted him. He told us he had never put chains on his truck before. Don't be this guy! Practice putting your chains on your tires so when the time comes that you need them, you will be ready and efficient with the tire chains. This will also keep you out of the cold. Nobody likes being cold. Other considerations would be carrying a shovel, hammer, ice melt and/or kitty litter. Traction is everything when driving in winter conditions! Make sure you have the right equipment to maintain traction on the roadways. Be prepared.

Precaution! Take the necessary precautions while operating your big rigs on Utah's roadways. This includes slowing down. This needs to be reiterated and cannot be overstated. It will save heartache and lives. Driving the speed limit is usually way too fast for winter conditions. Slow down to always keep control of your truck. Give the necessary space and buffer zones to other vehicles around you. This will allow you to brake effectively and maneuver as necessary. The perception reaction time is a real thing, and you need much more reaction time while operating a semi-truck. The goal is to maximize the distance between you and other vehicles all around you. Likewise, your pre-trip inspections of your rig should be detailed and meticulous. Keep an eye on your trailer tires. Make sure they are rolling, and the brakes are not frozen. Look for frozen valves, check your taillights, etc. More so than anything, use good judgment! You are professional drivers who we depend on, especially during the holiday seasons. Professionals are professionals for a reason. Your experience and judgment are foremost, even if this means parking your truck and extending a run. Using good judgment when experiencing winter driving conditions is key to being safe. Be safe and take the necessary precautions.

If involved in an accident, understand your company's policies and procedures. Know who to call and what to do. This is obviously not the ideal scenario but being prepared in case of an accident will help yourself, your company, and your attorneys (if it comes to that). Have a safe and wonderful Holiday season!



*Attorney Joel D. Taylor of Snow Christensen & Martineau, is an active member of the Utah Trucking Association and trusted advocate defending and supporting trucking companies in litigation and transactional matters. For more information, visit [www.scmlaw.com](http://www.scmlaw.com)*

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# 2022 GREAT SALT LAKE TRUCK SHOW



We wanted to thank all the members of the Utah Trucking Association who came out to support the Great Salt Lake Truck Show. This year was a record year for registered trucks. We are proud of our members who work hard to support such a great event. We want to give a shoutout to Jeff England of Pride Transport for putting this event on as well as Sunne Wallace for all the hard work she puts in to planning the truck show. Thank you to all other volunteers who donate their time and resources. This is an amazing event that helps support a great cause, we look forward to supporting this event every year.









# Utah Trucking Association Members Gather for Diesel in the Water Premier



Written By: Sasha Clark

Photo Credit: Standard-Examiner

On September 7th at Peery's Egyptian Theater, business and trucking leaders and community members from around the country gathered to watch the premiering documentary, "Diesel in the Water: Small Town Pioneers of American Trucking."

The documentary highlights the one-of-a-kind story of large trucking companies whose roots trace back from Plain City. In 1915, the population of Plain City, Utah was 780. Through hard work and many miracles, this small American town provides the starting soil for four different trucking companies that will go on to be some of the largest and highest quality in the world, Knight Transportation, Swift Transportation, CR England, and Pride Transport.

Before the premier, the industry titans shared the stage together for a Q&A panel on their shared history and the state of the industry.

Dan England expressed his thoughts stating, "On behalf of C. R. England we are excited to see this great "trucking" story come to light. Out of this little-known, quiet community have emerged four great success stories. The Englands, Moyes', and Knights learned to work hard and pursue their dreams in Plain City, Utah. Today, the combined revenues of their companies make a significant contribution to total truckload revenues throughout the United States. This is a story of family and business success."

Upon completion of the documentary, Kevin Knight stated, "I have such gratitude for the truckload industry and the men and women who keep the supply of goods flowing. I am filled with gratitude for the Moyes and England families, our friendship, and their example." He further reflected, "I am incredibly honored to have had the pleasure of working with all the wonderful folks at Knight and Swift. It's been an honor to work with Randy, Gary and Keith, and the entire team. I appreciate the opportunity to have grown up in Plain City with such fond memories of our hometown where indeed there must have been 'Diesel in the Water'."

Executive Producer of the documentary, Scott Jenkins is a former Plain City Mayor and current Weber County Commissioner. Scott commented on his involvement in creating the documentary stating, "I have always felt this story of hard work and the American dream coming from a small town should be told from the rooftops. For all of us who grew up in Plain City, the lessons learned, and characteristics cultivated are an inspiration to the world. We were honored to help tell this story."

The documentary can be viewed on YouTube at: [tinyurl.com/plaincitydoc](https://tinyurl.com/plaincitydoc)





# 11 Ways to Keep Your Body Trucking

## 1. IMMUNITY

A subpar diet can be one of the main contributors to a weakened immune system—messing with your ability to fight off viral infections like the common cold or manage more insidious autoimmune conditions. By supporting your gut, aiding in the production of new immune cells, and calming inflammation, these nutrients (Zinc, Vitamins B6, B12, A, C & D, Selenium) and Probiotics, help keep your immune system in top condition.

## 2. ENERGY

Boosting energy levels is about so much more than getting your morning coffee fix. To be truly energized, on a cellular level, you need to exercise regularly, get plenty of sleep, and eat a well-balanced diet. Beyond that, several key nutrients play a critical role in the conversion of food to cellular energy (ATP) and your ability to power through a hectic work week—or workout—without running yourself ragged.

## 3. MENTAL

Mounting research (and an emerging field called nutritional psychiatry) shows that consuming too little of certain key nutrients can drive depression, anxiety, and stress, and mess with focus and productivity. But restoring these nutrients to optimal levels may help improve psychological and cognitive health.

## 4. SLEEP

Did you know that what you eat throughout the day and shortly before bed can help prime your body for quality sleep and support your body's natural rhythms—all without making you drowsy when you're not supposed to be? Hormones and neurotransmitters are essential for good sleep, like melatonin, serotonin, and GABA.

## 5. STRESS

Stress is a fact of life that we all experience, and when it becomes chronic it contributes to hormonal imbalances that drive a range of physical and mental health problems. But things like exercise, deep breathing, and a nutritious diet can essentially hit the “pause” button and lessen stress's negative impact. Ingredients and nutrients such as, B-complex and vitamins help promote calm, that will regulate levels of the stress hormone cortisol, and more.

### THE NUTRIENTS THAT HELP IN ALL THE ABOVE:

Omega-3 Fatty Acids, Iron, Magnesium, Potassium, Zinc, Selenium, B-complex Vitamins, B1, B2, B3, B6, B12, Folate, Vitamin C, Probiotics, Vitamin D

## 6. DIGESTION

So many aspects of modern life can mess with gut health and digestion—from stress to sugar. Fortunately, honing in on the right foods and nutrients can go a long way in alleviating your GI woes. Maintaining great digestive health is about so much more than fiber (although, that's great too).

## 7. MUSCLE

Muscle isn't built with protein alone plenty of plant-based protein, essential vitamins and minerals, antioxidant-rich fruits, greens and veggies, and a host of other micronutrients fuel your workouts, build muscle efficiently, and aid in recovery.

## 8. WEIGHT

Healthy, sustainable weight loss (and weight maintenance) is never achieved with deprivation—it's about scaling back on ultra processed fare that fills you with empty calories, and loading up on nutrient-rich foods that naturally crush cravings, fuel your body, and contribute to an all-around healthy metabolism.

## 9. HEART

Achieving optimal heart and cardiovascular health requires a multipronged approach: Regular physical activity, stress management, adequate sleep, and—most importantly—a nutritious diet rich in plant foods. A blend of nutrients and superfoods (fiber, folate, omega-3s, and more) help keep your ticker in top shape, support healthy blood vessel function throughout the body, and improve cholesterol and blood pressure.

## 10. JOINTS & BONES

In addition to getting the right type of exercise (think: weight bearing moves that don't involve too much pounding), strong bones and healthy joints require a key combo of nutrients—some of which you get from a plant-based diet, and calcium and Vitamin D.

## 11. APPEARANCE

True beauty may lie on the inside, but there's no denying that a quality diet contributes to an outward appearance of health and vitality (while an overly processed diet can ramp up inflammation and accelerate the skin aging process). Research suggests that key nutrients—go above and beyond to help brighten your skin, strengthen your nails, and lend your hair a little extra luster.



# 2022 SUTA Scholarship Recipients

**Shawnee Payne**



Dear Utah Trucking Association,

I want to thank you for awarding this scholarship to me. I appreciate the generosity and the opportunity that you have given me. This award will relieve a financial burden and help me continue to do what I love and pursue my education to become a nurse. The trucking industry has impacted my life positively in more ways than one and for that I am so grateful. Thank you again!

Sincerely,

Shawnee Payne

**Cameron Esplin**



As a recipient of the Utah Trucking Company and the Southern Utah Trucking Company, I would like to express my gratitude to you for this scholarship you have given me this year. It will definitely help in paying my tuition for furthering my education. I have great respect for the trucking industry. If something went wrong this world would be in great distress.

Once again thank you,

Cameron Esplin

**Isabella Hanks**



My name is Isabella Hanks, and I received one of the scholarships granted by the Southern Utah Trucking Association. I want to express my sincerest gratitude for this scholarship. At Southern Utah University I will be studying to become a Children's Therapist as well as running and competing cross country and track. With the aid of this scholarship, I will be able to achieve success both academically and athletically during my time at SUU. I will be able to pursue what I love without financial burdens holding me back. Thank you for granting me this scholarship and for helping me prepare for success now and in the future.

Sincerely,

Isabella Hanks

**Haylee Livingston**



Thank you! I really appreciate your generosity! The scholarship I received from you will be so much help to me and my future! Thank you so much!



# 2022 SUTA Scholarship Recipients

**Kaitlin Jackson**



Dear Southern Utah Trucking Association,

Thank you, for contributing to my education in Wildlife Management and Ecology. I am grateful for the trucking association and the service and benefits they provide for helping students fulfill their dreams and aspirations in educational endeavors. I look forward to giving back to my community through the trucking association scholarship.

Sincerely,  
Kaitlin Jackson

**Melanie Brande**



Dear Southern Utah Trucking Association,

Thank you so much for your generous contribution to my education. I am a student at Utah Tech University majoring in Dental Hygiene. This scholarship that was gifted to me is going to help me so much in being able to reach my academic and career goals. I am looking forward to utilizing this scholarship and giving back to my community.

Sincerely,  
Melanie Brande

**Carson Paterson**



I wanted to write this letter to thank the Utah Trucking Association for choosing me as a scholarship recipient this semester. I am extremely grateful to have gotten the chance to apply, and I appreciate the opportunity you give students such as myself to further their education. This scholarship money will help ease the burden of paying my tuition this year at Utah Tech University, where I am studying to become a data scientist in the transportation industry. I wanted to again thank the Utah Trucking Association for helping make this dream possible, and I will continue to work hard in both football and my studies!

Thank you again,  
Carson Paterson

**Blake Valentine**



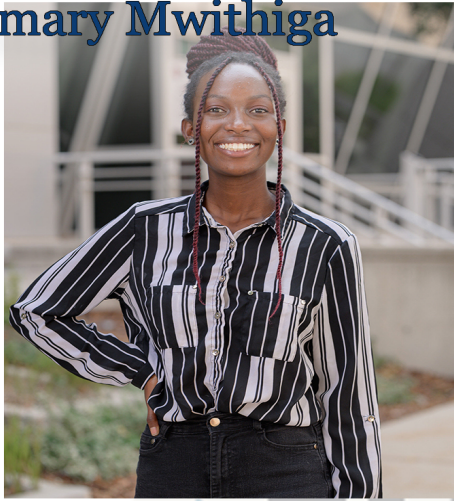
I wanted to thank the Southern Utah Trucking Association for choosing me as a scholarship recipient this semester. I am extremely grateful to have the opportunity.

Thank you again,  
Blake Valentine



# 2022 SUTA Scholarship Recipients

**Rosemary Mwithiga**



I am writing to express my earnest joy and appreciation to you for making the Southern Utah Trucking Scholarship possible. I am honored to be selected for this scholarship, and I am deeply grateful for your support and encouragement.

I am a senior at Utah Tech University pursuing a degree in biology with an emphasis in biomedical science. I will use my knowledge from my biomedical science degree as a foundation for my training and education in medical school. My interest in medicine began when I examined the public healthcare system in my home country, Kenya. The public healthcare system in Kenya is not well developed, lacks enough medication to provide for the many patients, limited capacity to admit patients, lacks adequate nurses and doctors and resources for proper examination and evaluation of patients' conditions. This has cultivated my passion for rural healthcare and giving back to the community.

By awarding me the Southern Utah Trucking Scholarship, you have lightened my financial burden, which gives me the opportunity to focus more on learning. Also, I will concentrate on community service and working hard to achieve my educational and professional goals. Your generosity and support have inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me.

Sincerely,  
Rosemary Mwithiga

**Elizabeth Ledesma Santana**



Dear Southern Utah Trucking Association, I am writing to express my sincere gratitude to you for making the Southern Utah Trucking Association Scholarship possible. I was honored to be selected as a recipient and am deeply grateful for your support.

Beginning this coming fall, I will be in my first year as a graduate student working towards a Social Work degree at The University of Utah.

My educational pursuits would not be possible without the generous support from your scholarship. Thank you for enabling me to pursue my dreams.

With gratitude,  
Elizabeth K. Ledesma Santana

**Jacki Condie**



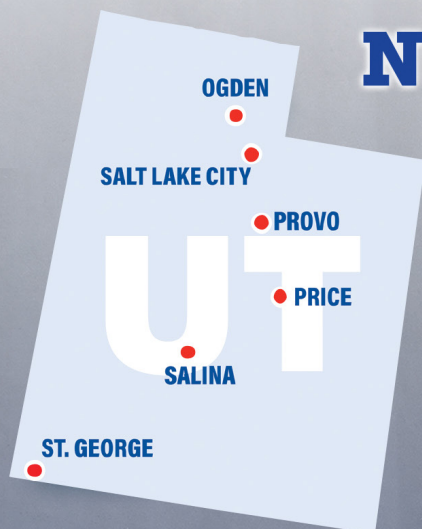
Dear Utah Trucking Association,

I would like to take this opportunity to thank you for your generosity in funding this scholarship. I am extremely honored to be a recipient of this award. I am very grateful for the importance of education that has been manifest through your thoughtfulness and your continuing care of students like myself.

Thank you again for your kindness in presenting me with this generous scholarship.

With much Gratitude,  
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# What Trucking Companies Need To Know About UCCs When You Need Working Capital

Written By: Jeremy Robinson, President, Tetra Capital

In order to discuss what trucking companies need to know about UCCs when you need working capital, we need to talk about what they are.

## What are UCCs?

UCC stands for Uniform Commercial Code. The short definition is that it is a uniform way to say who owns what for business transactions in one state or across state lines. UCCs apply to transactions such as contracts, the sale of goods, secure transactions, and negotiable instruments such as checks or banknotes.

The long definition, according to the Uniform Law Commission <https://www.uniform-laws.org/acts/ucc>, is “the Uniform Commercial Code (UCC) is a comprehensive set of laws governing all commercial transactions in the United States. It is not a federal law, but a uniformly adopted state law. Uniformity of law is essential in this area for the interstate transaction of business. Because the UCC has been universally adopted, businesses can enter into contracts with confidence that the terms will be enforced in the same way by the courts of every American jurisdiction. The resulting certainty of business relationships allows businesses to grow and the American economy to thrive. For this reason, the UCC has been called ‘the backbone of American commerce.’”

## How Do UCCs Impact Trucking Companies?

From our experience, there are two main things trucking companies need to know about UCCs when seeking working capital assistance.

One of the most significant impacts UCCs can have on your trucking business is that some finance companies will file a UCC on your company just because you inquire about their services. There are several trucking factoring companies that will do this when you make a simple request, even before you sign any documents. By filing the UCC on your company, they lock you into factoring with them. If you choose not to factor with them, your only way out could be paying a hefty fee to have them lift the lien. Likely, no other factoring company will work with you if there is an active UCC filed by another factoring company. Make sure you read all the fine print when filling out online forms to request additional information. Or reach out to us at Tetra Capital. We won't place a UCC until all contracts are signed, and we are ready to fund.

Secondly, a few types of UCC liens can impact your ability to be approved by a factoring company or other lender.



These liens include but are not limited to outstanding liens from other lenders, the IRS, tax liens even if they are from previous businesses, and PPP loans from the SBA. If you have any of these liens previously filed against you or your business, they will likely need to be released or subordinated for you to receive approval for additional financing.

**What can you do if you have questions about UCCs and need to get paid quickly?**

UCCs can be very confusing and cause many trucking companies unwanted headaches. If you have questions about how outstanding UCCs can impact your trucking business qualifying for trucking factoring or other types of financing it is important to find a trusted partner with trucking specific experience.

*Jeremy Robison is President at Tetra Capital, an independent finance company offering easy and transparent freight bill factoring services to trucking companies of all sizes. For more information visit <https://www.tetracapital.com>.*



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# 2022 TruckPAC Golf Tournament



On Monday August 29th, 2022, The Utah Trucking Association gathered at Wasatch Mountain State Park Golf Course to compete in an 18-hole team scramble. This golf tournament is to help fund the Utah Trucking Association Political Action Committee. We had a great turn out of 85 golfers, 14-hole sponsors, 2 refreshment sponsors, and a breakfast sponsor.

**Congratulations to the winning teams and individual golfers listed below:**

**First Place Team:**

Ric Mortenson  
Jon Morgan  
Adam Dettly  
Kevin Jones

**Second Place Team:**

Tyler Patrick  
Ben Cameron  
Mike Horstman  
Brian Singlet

**Third Place Team:**

Stacey Bettridge  
Travis Bettridge  
Garett Ekker  
Rand Bettridge

**Closest to the Hole: Hole 6**

Rob Papworth

**Closest to the Hole: Hole 13**

Austin Adams

Thank you to all those who came out to support this event. We look forward to seeing you all next year.

**Special Thanks to all the sponsors listed below.**

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# Congratulations to the Winning Teams

## 1st Place



## 2nd Place



## 3rd Place





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# 2022 Truck Driver Appreciation Week



September 13th – 15th, 2022 members of the Utah Trucking Association gathered at Echo, Perry, St. George, and Wendover port of entries to help celebrate Truck Driver Appreciation Week. Volunteers came to help pass out treats and waters to drivers on the road. Special thanks to UDOT for helping coordinate and execute this great event. Thank you to all the UDOT employees who came out and helped pass out treats to drivers. We also want to give a huge thanks to all our members who donated their time and resources. We are proud of our drivers!



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# Echo Port





# Perry Port





# St. George Port





# Wendover Port





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# HOW TO IMPROVE PROFITABILITY THROUGH PRICING STRATEGY



By Karmak, Inc.

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## HOW TO IMPROVE PROFITABILITY THROUGH PRICING STRATEGY

If you want to maximize parts profitability, having an effective parts pricing strategy can help. Maximizing profitability isn't simply selling more parts at a higher profit. High profitability is attained by pricing items competitively where necessary and by maximizing your profitability on items where your market allows. Implementing and maintaining an effective pricing strategy will make your selling and pricing processes more efficient and improve your bottom line.

### WHAT IS PRICING STRATEGY?

Pricing strategy is the method you use to determine the price of parts. Using a strategy creates consistency in how parts are priced, ensuring you can better manage your parts sales and profits. Determining the best strategy to use for your business is dependent on your business's individual needs, and your market. Here are two common strategies, typically used together, that can help strengthen your profitability.

#### Cost Matrix Pricing

With Cost Matrix Pricing, the selling price of the part is inflated, based on its cost. The lower the cost, the greater the mark-up. More expensive items have little or no additional mark-up. This allows you to make increased profit margin on inexpensive items, and recover some of the high transactional costs associated with these items.

This strategy relies on the idea that inexpensive items are generally parts used in the installation of a more expensive item. The focus of the transaction is on the more expensive item, which tends to be more market sensitive, and not the supporting components.

Your Cost	Original Selling Price	Original GPM%*	Additional Mark-up	New Selling Price	New GPM%
\$0.05	\$0.10	50%	2.0	\$ .20	75%
\$0.50	\$0.75	33%	1.5	\$1.12	55%
\$1.00	\$1.50	33%	1.25	\$1.87	46%
\$2.00	\$2.85	30%	1.2	\$3.42	42%
\$5.00	\$7.50	33%	1.1	\$8.25	39%
\$7.00	\$10.50	33%	1.05	\$11.02	36%
\$>7.00			none		

\*GPM – Gross Profit Margin

#### Velocity Matrix Pricing

Velocity Pricing is the concept of selling slower moving parts at an increased profit margin. Slower moving parts have additional carrying costs associated with stocking the part and should have higher mark-ups to account for these additional costs.

Your fast moving parts are the same as the fast moving parts of your customers and competitors. Your customers will shop around for a good price on those parts, since they tend to be more of a commodity. Your customers will buy lower demand parts, out of convenience, with less concern for the price.



## HOW TO IMPROVE PROFITABILITY THROUGH PRICING STRATEGY

Part	Frequency of Sales	Cost	Selling Price	Profit Percentage
Part A	Daily	\$200.00	\$275.00	27%
Part B	Weekly	\$200.00	\$285.00	30%
Part C	Bi-weekly	\$200.00	\$300.00	33%
Part D	Monthly	\$200.00	\$325.00	38%
Part E	Bi-monthly	\$200.00	\$350.00	42%

### DO I HAVE TO CHANGE MY PRICING?

Pricing strategy is an integral part of business strategy. As your business evolves to meet the demands of your customers, your pricing strategies need to be re-evaluated to make sure they are up-to-date and still working for your business.

After evaluation, you may find that your pricing strategy is working well for your business goals. In that case, you should keep doing what you're doing, but evaluate your strategy regularly to make sure it continues that way. However, if you find some of the following red flags you may need to revisit your strategies and supporting business system configurations.

#### Low or declining margins on parts sales

If your pricing strategy isn't where it needs to be, you might start to see a decline in profit margins in your parts sales. By adjusting your pricing, you can get your profits back to where they need to be to achieve your business goals.

#### New product lines have been introduced

Introducing a new product line that differs from your existing business is a good time to evaluate your pricing strategy. You will need to apply the current pricing strategy to the new product line or alter the current strategy to accommodate it.

#### Employees are performing too many overrides

Your employees should be able to sell parts with the prices in your business system rather than make changes every time they help a customer. Excessive overrides at point-of-sale usually mean that your pricing strategy is out-of-date for your current needs.

### WHAT CAN I DO?

Developing a pricing strategy is not just a matter of adjusting your prices on parts. As the name implies, there is a strategy involved that takes your whole business into consideration, as well as your competition and your customers' needs. As you evaluate your pricing strategy, or start to implement one, there are a few things you can do to make it easier.

#### Know your numbers

One of the most important aspects of improving profitability in parts sales is knowing exactly where your business is now. Understanding your current pricing and profitability creates a baseline to measure changes against as you work



## HOW TO IMPROVE PROFITABILITY THROUGH PRICING STRATEGY



toward your profit goals. If you don't have a strong understanding of your business numbers, it's nearly impossible to set and achieve your profitability goals.

### Know your customers

The cost of your parts and how much you want to earn are not the only factors in determining your parts prices. You have to take your customers' perception of value into consideration, as well. You may know what your part is worth, but if your customers have a different idea of the part's value, there will be a gap in your pricing strategy.

### Restructure your pricing

It may be necessary to restructure your pricing to increase your profitability. After gaining an understanding of your pricing and learning the value your customers put on your parts, you may decide that your current pricing doesn't maximize your parts profitability. Defining your pricing strategy and getting your business system configured to support your strategy will help you maximize your parts profitability.

### CONCLUSION

Pricing strategy is one important component of your overall business strategy. Finding the best strategy and pricing for your individual business will help you achieve the financial goals you want, as well as continue to move your business toward operational excellence.



### ABOUT KARMAK

Karmak, Inc. is a leading provider of business management solutions for the commercial transportation industry. With more than 35 years of heavy-duty experience, we offer a unique approach combining innovative technology, strategic advice and best practices. Our success programs produce measurable results by improving ROI, mitigating risks, and achieving operational excellence.

Serving more than 1,500 locations across North America, Karmak is an employee-owned company with headquarters in Carlinville, Illinois.



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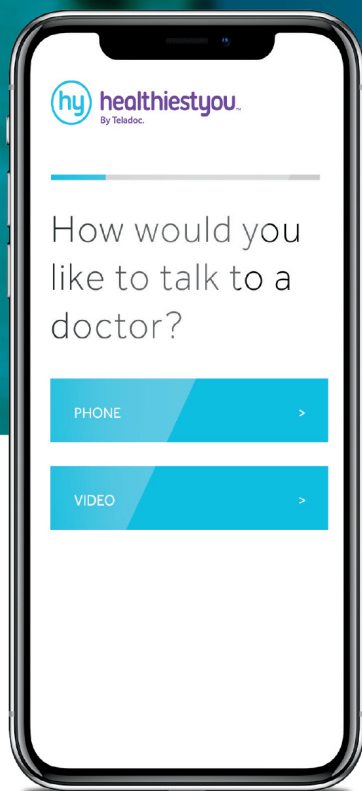
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# 2022 Utah Trucking Association Autumn Shotgun Shoot

On October 28th, 2022, members of the Utah Trucking Association gathered at the Golden Spike Trap Club for our annual Autumn Shotgun Shoot. We had 33 shooters come out and test their skills and luck on an 8-station trap shoot course and an Annie Oakley Shootout. The group also enjoyed a delicious lunch from Maddox Ranch House. Congratulations to all the winners of this great event, listed below are the winners of the course and the Annie Oakley shootout.

## **1st Place Team: Team Francis**

Shane Francis  
Kaden Francis  
Justin Francis  
Trace Francis

## **2nd Place Team: Maverik Team A**

Trent Black  
Andrew Giordani  
Paul Foreman  
Will Pitt

## **Annie Okely Winners:**

1st James Taylor  
2nd Will Pitt  
3rd Dillion Lawrence

Special thanks to all our sponsors of this event. Sponsors help make these events possible and we are forever grateful for their support. Special thanks to North American Trailer for helping us put this on, as well as providing raffle prizes and awards. We also want to thank Justin at Francis Trucking for helping set up the course. Listed below are all our amazing sponsors!

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We look forward to having again next year!





1st Place Team



2nd Place Team



Best Shooter

Annie Okely  
Winners





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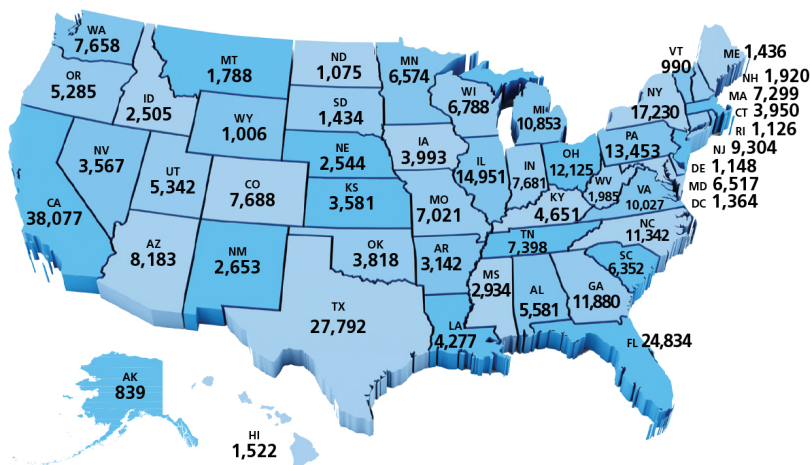


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The Access network of over 750,000 participating merchant locations in virtually every neighborhood nationwide, spanning 100% of metropolitan and micropolitan markets. In contrast, our nearest competitor offers less than 20% coverage in those same markets.

Why is that so important? More than 80% of all discretionary consumer spending takes place within driving distance of home, while over 90% occurs in-store. Groceries, dining, clothing, entertainment, auto services – all are available at significant savings with Access Perks. We also offer the best travel and theme-park deals in the country, along with an unparalleled selection of online discounts and America's largest "show your phone" mobile coupon network.



*"We've compared employee discount programs before and Access Perks is just in a different league. It offers local deals, so my team can walk next door and get a free drink, or go across the street for 50% off lunch every day. I've personally used it to save over \$1,000 on a weeklong vacation."*

— Craig Christiansen, Senior Director of Customer Service, Younique Products

*"[Access] is perfect for the more than 190,000 families we represent because shopping and saving in their communities is important to them. We appreciate that the program is going to keep us fresh on their minds every time they save."*

— Randy Veach, President, Arkansas Farm Bureau

*"Access discounts are an important part of our benefits program and a great member engagement tool. The mobile coupons at local merchants are very popular with our [teachers]."*

— Maryann Robinson, President, MTA Benefits

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Retail Locations	Web	Mobile
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Casual and Fine Dining	13,119	14,883
Deserts, Catering, etc.	6,684	5,046
Health & Beauty	40,705	37,500
Services	35,505	21,993
Movies	35,442	33,695
Shopping	33,217	31,653
Automotive	30,467	19,266
Home & Garden	26,382	19,775
Rec & Entertainment	13,059	8,744
Condo & Resorts	2,892	2,873
Golf	1,809	877
Ski & Snowboard	820	1,190
Cruises & Tours	53	49
<b>Total Retail Locations</b>	<b>275,399</b>	<b>222,257</b>
<b>Travel &amp; Activities Platform Locations</b>		
Hotels	452,131	451,615
Activities	18,000	18,000
Car Rentals	47,279	47,276
<b>Total Platform Locations</b>	<b>517,410</b>	<b>516,891</b>
<b>GRAND TOTAL</b>	<b>792,809</b>	<b>739,148</b>

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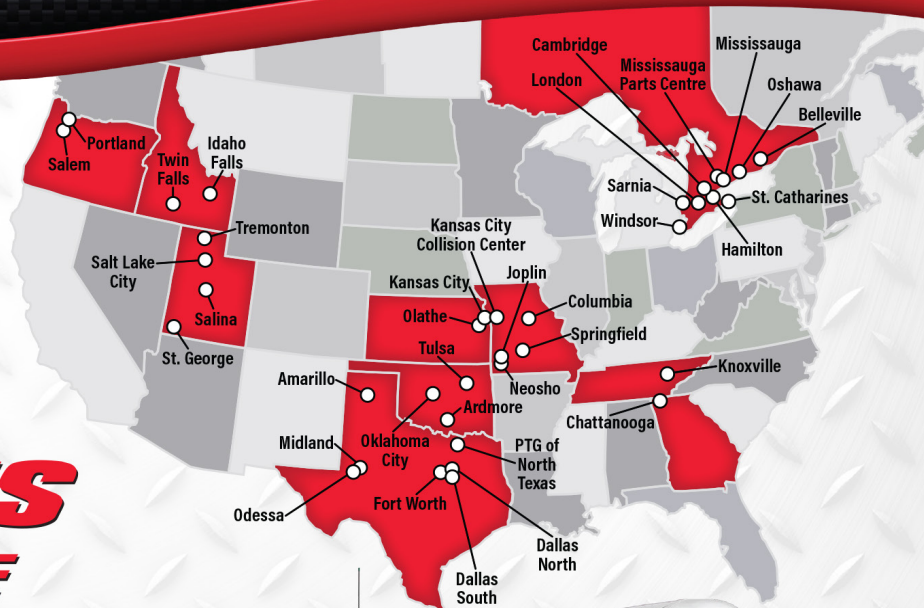
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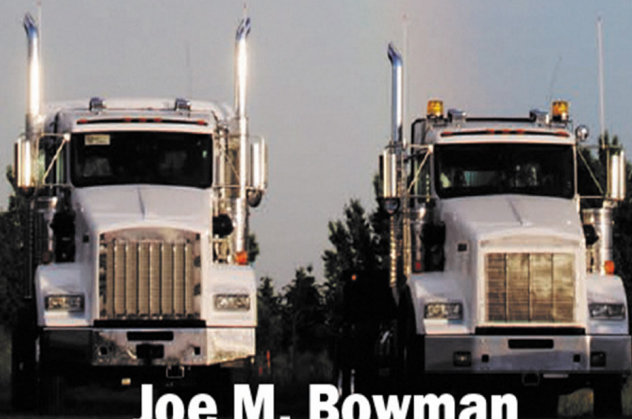




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