

SPRING 2024



UTAH TRUCKING

ASSOCIATION

18th Annual Southern Utah Trucking Association Charitable Golf Tournament

2024 Spring Warmup
Sporting Clay Tournament

The Power Trio of Trucking
Technology

UTAH TRUCKING

UTAH'S VOICE IN TRUCKING

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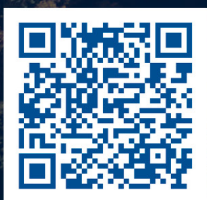
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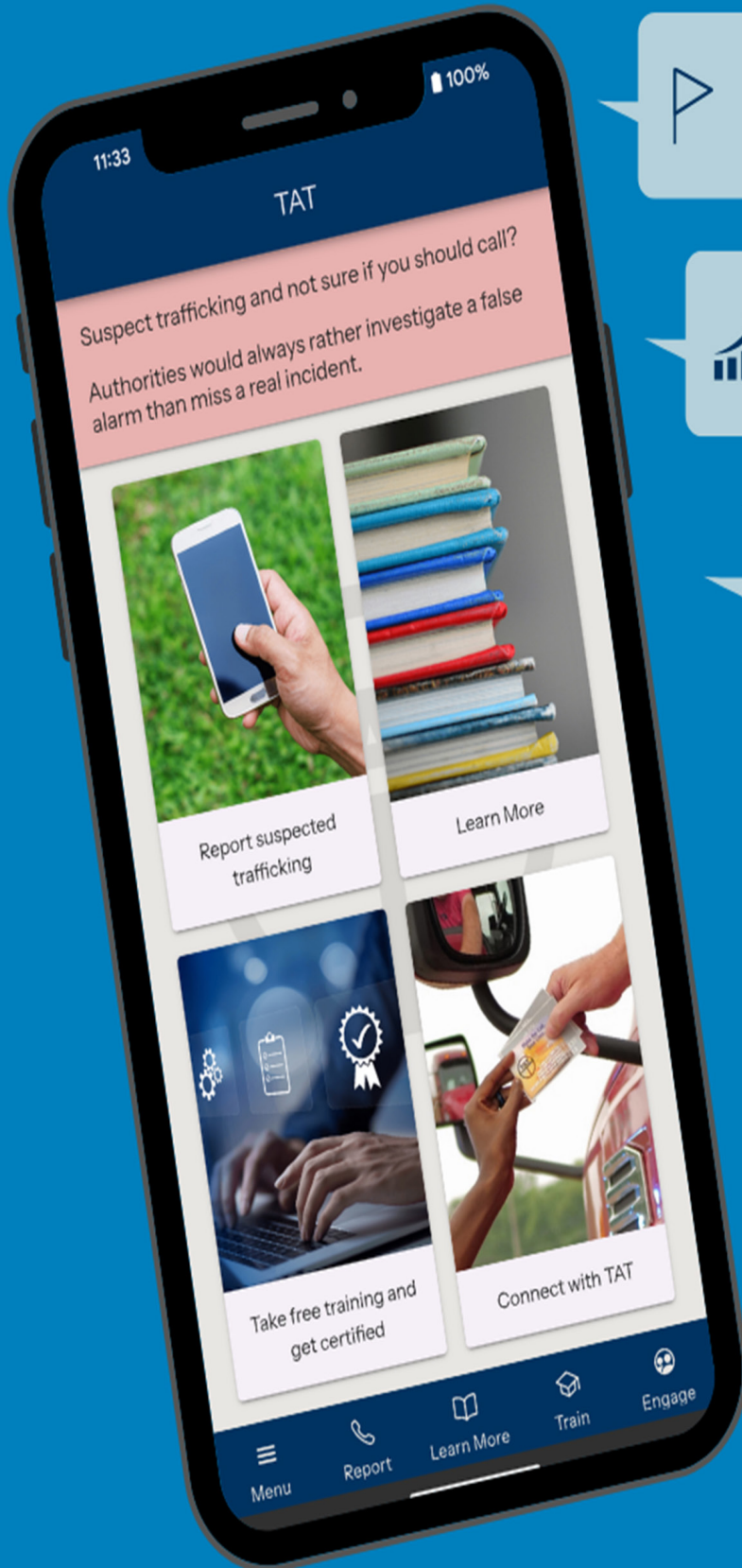


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The Power Trio of Trucking Technology: EDI, ELDs, and your TMS

Written By: Bryan Jones, CEO of Truckbase.com

When you combine the power of your TMS, ELD tracking data, and EDI connections to pipe directly into your customers' systems, your operating model transforms into one of service and efficiency.

Before we can arrive at how ELDs, EDI, and a TMS can help you win more high paying loads, better retain customers, and yield massive operational efficiencies, let's talk about the natural evolution of an asset-based carrier from an owner-operator living off of load boards to a 50-truck fleet with multiple contracted lanes. And let's look at it through a software and technology perspective, and how those needs evolve as you grow.

The Humble Beginnings: Starting Out

As you start out, there's no need for a TMS. It's just you, and you're wearing every hat. You may have set up QuickBooks Online to send invoices to your broker or shipper, or your factoring company handles the invoicing process for you. Factoring might also improve your cash flow for a small fee, as you scrape by to get your name out there and build a quality reputation as someone who delivers on-time, every time, with no issues.

The Growth Phase: Building a Small Fleet

As your business and cash flow grows, you gradually add a few more trucks and figure out the best ways to use load boards. At this stage, you might have earned a dedicated lane or two after building relationships with shippers and brokers. As you get up to five or more trucks, you have to delegate all the driving since running the business is now a full-time job.

You begin to feel the strain of being spread too thin. You're serving as the sole dispatcher for your fleet, leading all sales efforts, processing all invoices, negotiating insurance, handling all fleet maintenance, and building customer relationships.

This is a big transition for an owner operator, and starts to mark a shift. You may start to think about bringing on a full-time dispatcher or investing in software and technology to increase your efficiency.

Up until this point, a cobbled together system likely works just fine:

- You have been working off of email, Google Sheets, or Excel to track all your customers, load information, links to rate cons, and BOLs
- You have all your trucks and drivers in a tab in that spreadsheet
- You either manage invoice status in the spreadsheet, or leverage QuickBooks to see what has been sent, paid, or is still outstanding
- For dispatch, you're either doing it over text message or WhatsApp, and mixing in check calls over the phone to both your drivers as well as your broker or shipper
- For driver pay, perhaps you're cutting checks, using a payroll service like ADP, or direct depositing manually via ACH into your drivers' bank accounts. Regardless of how you pay, you're spending a couple hours each week manually copying driver pay information from your emails and spreadsheets into your payroll system
- Nothing's perfect, but you're surviving, and most importantly you're still delivering for your customers

The Turning Point: Need for a Dedicated System

A key catalyst for needing to overhaul your technology stack is when you add staff members. Typically in the 5-8 truck range, it makes sense to hire a full-time dispatcher or office manager. This varies based on load volume, route complexity, and administrative complexity, but that's a common range where it begins to make financial sense to have some focus on that full-time. At this stage, you likely also have a part-time bookkeeper to help manage invoicing, accounting, factoring, and perhaps some insurance-related items.

You've graduated from being a solo operator—you now lead a team. And you have escalating business complexities to manage as well. With multiple people operating in a Google Sheet and over text message or WhatsApp, the way you've been working starts to break down

and wear you down. It's time to upgrade systems.

You evaluate various TMS'es, and choose the right one for you. After the implementation, onboarding, and training period – which can be anywhere from a few weeks to a few months – you are fully up and running and using the TMS as your core operating system. All your data is in there, and your team is in there most of the day. Simply having this single source of truth combined with rich automations saves you countless hours per week, helps you get paid faster, keeps your dispatching process streamlined, and ties directly into QuickBooks. A massive pressure valve has been released, and you're ready to start scaling again without even adding more headcount.

While you can track your trucks via your ELD provider – whether you use Samsara, Motive, Verizon, or any of the numerous alternatives – you realize that your tracking data needs to sync to your TMS. Ensuring that your TMS can integrate ELD data so that you can marry load information with reliable truck tracking capabilities unlocks another major headache, and provides for easier and more robust notifications that you can now automate sending to your customers based on preset parameters. You're really starting to lead from the front and “wow” your shippers.

As you win larger and larger contracted lanes, those more sophisticated shippers often demand EDI connections, which entails translating and piping your load data directly from your TMS into theirs, and vice versa, to avoid double entry on both sides and provide them with real-time visibility into their load statuses.



The Power Trio: TMS, ELDs, and EDI Unleashed

It's at this stage that you can truly evolve into a next-level carrier. Having a modern TMS that integrates ELD data for seamless truck tracking within a single system, and combining that with direct data pipes via EDI into your customer's TMS is the holy trinity of carrier technology. You'll be able to scale your operation from 10-50 trucks without adding headcount at nearly the same rate, you'll be able to win and retain higher quality lanes, and your customers will never want to leave you because of your bidirectional data feed that joins you at the hip. Before, you were a vendor. Now you're a partner.

This trifecta further unlocks massive time savings and automations, such as one-click order requests from the customer to you, one click "Accept" or "Reject" options on your side, and automatically turning an order request into a live load with a driver dispatched – all without entering a single piece of data manually. And from there, providing your customer the ability to track the load in real-time all the way through to proof of delivery.

Conclusion

In the fast-paced world of trucking, staying ahead means embracing technology. Leveraging the triple threat of TMS, ELDs, and EDI connections requires you first get to a certain scale in terms of trucks, team size, and administrative intensity. Once you're there, tying these three powerful tools together will bring your trucking business to the next level, and you'll be able to reap the rewards of what it feels like to run a thriving and highly profitable fleet.



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PRESIDENTS MESSAGE



ADAM MASON, PRESIDENT

Dear Members,

It is with great pleasure that I address you for the first time as president. As we navigate through the ever-evolving landscape of transportation, I am reminded of the indispensable role that trucking plays in our economy and daily lives.

Trucking is the lifeblood of commerce, connecting producers with consumers, manufacturers with suppliers, and businesses with markets. Every mile driven by a truck is a testament to the dedication and hard work of countless individuals who ensure that goods are delivered safely, efficiently, and on time.

In today's dynamic environment, the trucking industry faces both challenges and opportunities. From technological advancements to regulatory changes, we are constantly adapting to meet the needs of a rapidly changing world.

One of the key priorities for our industry is ensuring the safety of our drivers, cargo, and the motoring public. Through continued investment in training, technology, and best practices, we can strive to achieve our goal of zero accidents on our nation's highways.

Additionally, we must remain vigilant in advocating for policies that promote a fair and competitive marketplace for trucking.

Whether it's addressing infrastructure needs, streamlining regulations, or fostering innovation, our collective voice is essential in shaping policies that enable our industry to thrive.

As we look to the future, I am optimistic about the possibilities that lie ahead for the trucking industry. By embracing innovation, fostering collaboration, and upholding the highest standards of professionalism, we can continue to drive growth, create opportunities, and strengthen our nation's economy.

Together, let us continue to move forward, forging a brighter future for the trucking industry and all those who depend on it.

Sincerely,
Adam Mason

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C. R. ENGLAND



JANUARY, 2024
JACK WEBB
2.1 MILLION MILES
WALMART TRANSPORTATION



FEBRUARY, 2024
WILLIAM CLARK
1.3 MILLION MILES
STOKES TRUCKING LLC.



FEBRUARY, 2024
RICHARD POWER
5.8 MILLION MILES
WALMART TRANSPORTATION



MARCH, 2024
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18th

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UTAH TRUCKING

ASSOCIATION

**Charitable Golf
Tournament**

The 18th Annual Southern Utah Trucking Association (SUTA) Charitable Golf Tournament took place on April 3rd, 2024, at the Ledges Golf Club in St. George, Utah. This outstanding event, organized by the southern chapter of the Utah Trucking Association (UTA), serves as a significant fundraiser, generating scholarship funds for students across Utah. These scholarships are crucial for students aiming to enter the trucking industry, attend Utah-based educational institutions, or are connected with the UTA and its members. The application can be accessed online at www.utahtrucking.com, deadline for this year's scholarship is June 30th, 2024. All UTA members are encouraged to have their family and friends apply.

This year's tournament saw an impressive turnout, with 129 golfers and 25 different sponsors coming together to support the cause. A special thanks goes to CMC Tire for their role as the 2024 SUTA Golf Title Sponsor. Through the combined efforts of participants and sponsors, the event successfully raised over \$49,000 for scholarship funds.

Congratulations to Our Winners

First Place Team:

- Aaron Treanor
- Brandon Kendrick
- Curtis Krieger
- Kurt Vanderslice

Second Place Team:

- Bill Nehmer
- Rick White
- Brecken Cox
- Don Cox

Third Place Team:

- Duane Braegger
- Luke Braegger
- Parker Reese
- Carter Williams



Individual Awards

- Closest to Pin #5: Brendon Larson
- Closest to Pin #10: Steve Petersen
- Closest to Pin #12: Tom Swope
- Closest to Pin 2nd Shot #8: Justin Barns
- Closest to Line #18: Smoky Doramus
- Longest Drive #7: Kurt Vanderslice
- Longest Drive #11: Travis Bettridge

A heartfelt thank you goes out to all the golfers, sponsors, and volunteers who contributed to the success of this event. Your participation and generosity are deeply appreciated. We look forward to hosting this tournament annually and are committed to its growth, ensuring that it continues to provide valuable support to students and the trucking industry.

Thank you once again, and we hope to see everyone next year for another fantastic event!



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2ND ANNUAL UTAH TRUCKING ASSOCIATION SPRING WARMUP SPORTING CLAY TOURNAMENT

The Utah Trucking Association held its 2nd Annual Spring Warmup Sporting Clay Tournament on April 19th, 2024, at the scenic Wasatch Wing and Clay. Sponsored by North American Trailer, this event provided a fantastic opportunity for participants to showcase their shooting skills in a friendly and competitive environment. The tournament featured 41 shooters, competing in both a 12-station sporting clay and an Annie Oakley shootout.

Congratulations to Our Winners

Winning Team (Francis Trucking):

- Shane Francis
- Justin Francis
- Trace Francis
- Kaden Francis

Best Shooter:

- Trace Francis

Annie Oakley Winners:

- 1st Place: Trace Francis
- 2nd Place: Kaden Francis
- 3rd Place: Jason Matthews (Walmart Transportation)



We extend our heartfelt gratitude to North American Trailer for their sponsorship, which included providing lunch and prizes for the winners. Their support was instrumental in the success of this event. We also appreciate the contributions of our other sponsors: PBC Finance, Beehive Insurance, and Regence Blue Cross Blue Shield. Your generosity and commitment to the Utah Trucking Association are greatly valued.

Thank you to all the participants and supporters who made this event memorable. Your enthusiasm and participation are the driving force behind the success of our events. We look forward to continuing this tradition and seeing everyone again next year for another exciting tournament.



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WINNING TEAM:



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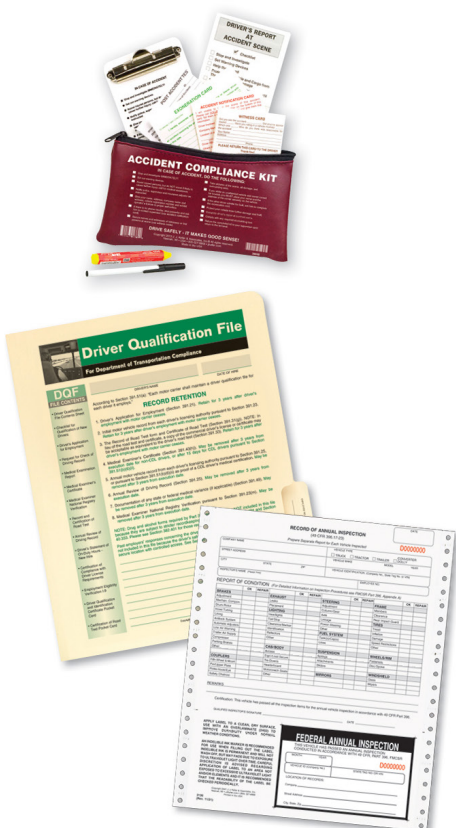
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