



# CROSSROADS

*A Publication For And About Valued D&T Team Builders*

**FEBRUARY-MARCH 2007**

## **Countdown begins toward the drawing for a great prize**

In the first week of April, some lucky independent contractor will have his/her name drawn. The prize: A free trip for two, including a trip expense allowance, paid lodging for two nights and tickets to an attraction that is among the greatest, most-watched spectator and televised sports in American history.

And that would be NASCAR auto racing and, specifically, the races Saturday, April 28, and Sunday, April 29, at the famous Talladega (Alabama) Superspeedway.

Moreover, all that contractors must do to be entered in the drawing is to refer an owner-operator to D&T. For each driver referred, you will have one entry slip, and two more entries will be deposited if the driver leases on with D&T.

With little more than a month to go for the drawing, the countdown has begun. But there's still plenty of time to get those referrals in to Bill Lundquist and, while it's obvious to point out, remember that you can't win if you don't enter!

## ***A soybean farm becomes the speedway to fame***

The Talladega Superspeedway has a reputation as "the biggest, fastest and most competitive track in the world." Which figuratively speaking is a long way from where it sits—on what was an unimpressive stretch of ex-soybean land located next to two abandoned Alabama airport runways.

The evolution began with a conversation in the mid-1960s between insurance executive Bill Ward, a race car driver and also a racing fan, and NASCAR pioneer William H.G. (Bill) France.

They were looking for a location for a track in the Southeast, and Ward found what he thought was a perfect site in north Talladega County, near an airport that the U.S. government had sold to the city of Talladega after World War II. The one-time farm emerged as a top choice, the main criteria for selection being availability of 2,000 acres of land, access to the Interstate system and a large enough population base.

Ward set up a meeting with city officials, and France got the group to consider the idea of putting in a major track. He also was the guiding force in arranging financing for construction, which began May 23, 1968.

The first race took place on Saturday, September 13, 1969, and the first Talladega 500-mile event was held the next day. Richard Brickhouse won that Grand National (now the NASCAR NEXTEL Cup) race.

Since then the Talladega Superspeedway has become famous for unprecedented speeds, numerous lead changes (a record 75 in one race) and intense competition. In 1981, rookie Ron Bouchard passed both Darrell Waltrip and Terry Labonte in the final 500 yards to win by less than a foot over Waltrip and two feet over Labonte. Eighteen years later, Labonte "got even" by winning a race by .002 seconds; the finish had to be reviewed several times before the result could be made official.

What will happen this year? That remains to be seen, but no doubt the experience will be exciting not only for the competitors but for a lucky independent contractor from D&T Trucking Company.

## ***Facts and figures about the Talladega Superspeedway***

- Opened in 1969 as the Alabama International Motor Speedway; the name was changed in 1989.
- The Talladega Superspeedway property now covers approximately 3,000 acres, including the track site, parking areas and 212-acre infield area.
- Accommodates more than 143,000 seated guests and thousands more in the infield.

*(continued on page 2)*

## **Watch for naming of 'Driver of Quarter'**

Watch the next issue of the Crossroads—the April issue—for a story on the independent contractor selected as the "Driver of the Quarter" for D&T Trucking Company.

Under this new program instituted in 2007 for the first time, the honor will be accorded on the basis of criteria such as adherence to D&T policies and procedures, personal appearance, equipment maintenance and appearance, driving record and customer relations. Quarterly winners will each receive a \$250 cash bonus and one of the four will ultimately be named "Driver of the Year," for which a \$1,000 cash bonus will be awarded.

# NASCAR. . .this is how it all began

William France had not planned to settle in Daytona Beach in Florida. It happened that way by chance.

In the fall of 1934, France, his wife, and their infant son were traveling from Washington, D.C., to Miami to make a new home. The nation was in the midst of the Depression, and money and job opportunities were scarce. Like the economy, France's car was also in poor condition. In fact, it broke down completely as the family passed through Daytona Beach.

Twenty-five year-old Bill France had only \$25 in his pocket, \$75 in a Washington bank, and a few tools and personal possessions in his car. He couldn't afford to get the car fixed. So he decided to settle his family in Daytona Beach and look for work.

France held a series of odd jobs for a while. Then, because he had some automotive experience, he opened a service station. This gave him the opportunity to become more involved with his special interest—cars. He liked to work on cars, but he especially liked to race them. When Daytona Beach sponsored its first stock-car event in 1936, France drove his car to a fifth-place finish. Later he became a promoter in a sport with origins dating back, in part, to the period of Prohibition and the illegal activity of the time.

In 1919, the federal government outlawed the production of liquor. Not everyone observed this law, of course, and those who didn't were called "moonshiners." Moonshiners operated mostly in rural areas. They made their liquor in secret places, and they distributed it by automobile along back country roads. Sometimes they were detected by roving government agents.

When this happened, a high-speed chase would occur. But the moonshiners were ready for the chase, and their automobiles were their secret weapon. Though a moonshiner's car looked like any other car on the road, under the hood was hidden a surprisingly powerful engine, one that matched the horsepower of the police car engines.

Competition naturally arose among the moonshiners who owned these powerful machines. The mechanics who prepared the cars also had a lot at stake. Each took pride in his mechanical ability, and each wanted to prove that his car was better than the others.

The tiniest *hint* of a challenge was enough to start the tires screeching and the dust flying. With reckless abandon, races were conducted over makeshift courses. Since the cars were standard models kept in stock for regular sale, the events became known as "stock"-car races. These races were becoming popular sporting events by 1933, when Prohibition ended.

Unfortunately, stock-car racing was born with some undesirable characteristics. The veterans of those early contests brought a win-at-any-cost attitude to the new sport. Since there was no real supervision, cheating was widespread. Drivers and mechanics would sometimes alter their cars in order to gain an unfair advantage over the others. There were no safety standards, no insurance policies for the drivers, and no technical inspection of the racing vehicles.

Stock-car racing continued to grow in spite of these conditions. But the larger it grew, the more unmanageable it became. Many racing people expressed concern about the situation. The first person to take action, however, was promoter Bill France.

In December 1947, France called a meeting of promoters, drivers, mechanics, car owners, car builders, and prominent racing enthusiasts. From this meeting evolved the National Association for Stock Car Auto Racing (NASCAR) with France as president.

NASCAR established racing procedures and regulations for the sport, thus giving it the respectability it needed. Two months later, on February 14, 1948, the first NASCAR race was held at Daytona Beach. The race was won by Red Byron, who received \$1,000 from a total purse of \$3,500.

The cars that ran in the early NASCAR events were older models. They were modified in ways that would increase speed and improve handling. For instance, they were "stripped down," or fenderless, with souped-up high-power engines. Newer model cars were not yet being raced, despite the fact that now, after the war, Americans were buying new cars at a record pace. (Passenger cars had not been built during World War II). It was the public's enthusiastic purchase of automobiles that gave Bill France an idea for a way to draw attention to NASCAR and, at the same time, build its prestige.

In 1949, NASCAR formed a special racing division for late-model automobiles. Known as Grand National, this division limited the modifications that could be made on standard automobiles. The incentive for people to attend Grand National races, of course, was that they would be watching competition among cars that *looked* like the new ones they were driving.

That was France's original idea, and it worked. When he sponsored the first late model stock-car race in Charlotte, N.C., an overflow crowd of 13,000 attended. Eight more Grand Nationals were staged that year. It was the beginning of what was to become the major league of stock-car auto racing.

(Source for this brief history: "The Daytona 500," a book authored by Robert K. Krishef and published by Lerner Publications Company).



*(Talladega facts and figures continued from page 1)*

- The course is a 2.66-mile tri-oval with north and south turns banked at 33 degrees and grandstands tri-oval banked 18 degrees. The track is 48 feet wide and has been repaved four times, the last in the winter of 2005.
- Has SAFER (Steel and Foam Energy Reduction) barriers designed to absorb energy and therefore lessen impact for the driver upon wall contact.
- Pit road is 1,730 feet long and has 47 stalls.
- The 148-foot tall scoring tower, located in the infield, displays the positions of all cars on the track. There are 7,440 light bulbs used for the position displays.

# The Customer Comments . . .

*(Editor's note: We continue here our periodic series of brief interviews with customers. Commenting for this issue: Chris Rothwell, Transportation Manager, Lynden Door, Inc., Lynden, Wash.)*

"Lynden Door is a privately-owned company in business since 1978. Our product is interior wood flush doors for both commercial buildings and residences, including mobile homes. Our market is from the Mississippi River west, and we get into Canada as well.

"We are known for our quality and service. That's how we have been able to penetrate large markets outside of our 'neighborhood.' You asked if the performance of the motor carrier is important in helping us maintain our reputation. You'd better believe that it is!

"We look for dependability in a carrier, and of course price is a consideration, too. Also, equipment is a big thing. We use 53-foot vans and, while they don't need 'flash,' appearance is a big factor. Our customers must feel comfortable with the equipment that delivers Lynden Door products.

"In all of these matters, there's never an issue with D&T Trucking Company. Lynden Door has a policy of developing a history with our carriers. They take care of us, we take care of them. D&T does a really good job for us. You are a very professional company, and that's why the number of loads you haul for us has increased as we have grown."

## Customer satisfaction: The key to more business

One satisfied customer leads to another, in the experience of D&T Trucking Company. And often the link is direct—that is, in the form of customer referrals. Take for example D&T's relationship with Lynden Door, Inc. of Lynden, Wash. Phil Casperson remembers well how it started:

"Lynden is a supplier for an existing account of ours, Hal's Millwork in River Falls, Wis. Ron Hopkins, the principal owner of Hal's, gave me the information about this supplier, and I contacted them. I told them about us, our capabilities—Nancy Farrington (now in Customer Service at Lynden) was our contact there at the time—and was able to develop a business relationship with Lynden Door because of our relationship with Ron at Hal's Millwork. We carried our first load for Lynden in July, 2001 and have been hauling for them ever since."

## Four common reasons lead to roadside inspections

A fallacy in the trucking industry is that random selection is the most common reason for a roadside inspection. Actually, it is the least likely; why should local, state and federal inspectors spend time randomly when there are four much more common reasons for a truck to be selected for inspection.

### Failed 'sight and sound'

Officers watch and listen at the scale or portable scale facility. If they see or hear something wrong, they will inspect the vehicle and/or driver. Here are some examples of what can cause such a decision.

- Burnt-out, dirty or obstructed marker light, identification marker, headlight, tail light.
- Visibly flat tire.
- Name or DOT number that cannot be read either because it's missing or the vehicle is too dirty.
- A driver who cannot understand basic instructions.
- Committing a moving violation at the facility, such as going through the stop sign before the scale platform or speeding in the scale.

### Traffic violation

Common reasons why drivers are "pulled out of traffic" for an inspection are speeding, following too closely, unnecessary or unsafe lane change or deviation, being in the "wrong" lane and having something visibly wrong with the equipment.

In more serious cases, a traffic citation is issued. In other cases, the officer might only note the violation on the inspection report. In all cases, safe and legal operation is obviously the problem solver.

### ISS score

All motor carriers are scored on the Inspection Selection System (ISS), which takes a carrier's SafeStat data and creates a number and recommendation for use by officers. The poorer the data, the higher the carrier's ISS number, meaning that it is more likely that the carrier's vehicles will be inspected.

The score generated by SafeStat data comes from accidents, percentage of out-of-service inspections of drivers and vehicles and safety management. Preventing accidents and passing inspections keep the ISS number low and increase the frequency of the "Pass" recommendation.

### Post accident

Following an accident, it is standard procedure in many jurisdictions to inspect any commercial motor vehicle that was involved. The way to avoid these inspections is apparent.

That is why D&T Trucking Company and its professional independent contractors are so aware of—and emphasize so much—the importance of defensive driving and safe operation as well as comprehensive pre-trip and post-trip inspections of their equipment, immediate repairs if a problem is found, and keeping vehicles presentable.

# The 'good old days' appeal to this D&T contractor

It's generally conceded that a person should not "live in the past." And, D&T independent contractor Jerald Long doesn't do that. But...he does "visit" there from time to time.

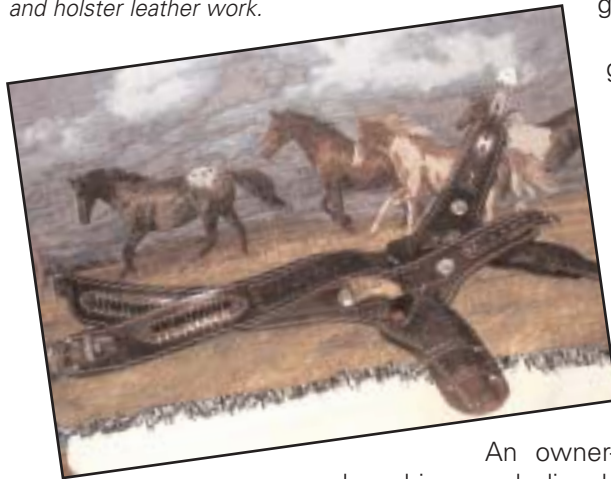
On his hobby farm in Clarissa, Minn., where he resides with his wife, Charlene, Jerry farms using—horses! "It's just something I like to do, turning the clock back a hundred years," he said. "I like the old days."



*Jerry Long*



*Some examples of Jerry's harness and holster leather work.*



An owner-operator for 30 years, and a driver and diesel truck mechanic before that for 14 years with Land O' Lakes, Long has reached the 10-year mark in his association with D&T Trucking Company. It's another relationship that has worked out well.

"This is a well-run company," he said. "They are nice people in the office, easy to get along with, really on the ball and with a lot of experience. It's easier working with people who know what they're doing."

And in trucking as with his other endeavors, Jerry is most thorough and "hands-on." He does all maintenance on his 1999 Kenworth W900 himself, and his ability to keep his equipment in top condition is further demonstrated by the fact that he drove his previous truck for 15 years.

His attention to detail extends to his record behind the wheel, too. "I've never had a late delivery and have always driven safely," said Jerry, adding with regard to the latter, "I believe in always looking a long ways ahead and looking out for what other motorists are doing because, especially nowadays, they're sure not looking out for you."

And there's more. He also enjoys raising and riding horses, builds harnesses and, in a further page out of the old west, makes holsters "cowboy style." In addition, he has become a collector of handguns, with which he does target shooting.

Jerry's venture into leather work began about 10 years ago with the horse harnesses. That has turned into a sideline business; he makes them for horse owners and also sells them at auctions and can spend 40 to 50 hours on, for example, building a harness for a team of two draft horses.

Then, a year or so ago, he added holsters to his agenda, hand-cutting and carving them with a customized artistic flair that suits his fancy. But that is—and he says will remain—strictly a hobby, even though the quality of his work has attracted the interest of a major retail outlet.

"But I just want to be independent, build them my own way, and give what I make to my family," said Jerry.

He is embarking on a long-term project "to leave something" for the grandchildren to have when they are grown—a full-size holster for each grandson and belt for each granddaughter. That should keep him busy for awhile; from their seven children—five are Jerry's and two are Charlene's from a previous marriage—they have 26 grandchildren.

Jerry was married to his first wife, Maxine, for 27 years. She died of cancer January 24, 1991, leaving him to raise their two youngest children, James, then 13, and Susan, 12, by himself, a responsibility in which he did well and still remembers with pride. He and Charlene have now been married for more than 13 years; they met through their respective children, who knew each other and "sort of were match-makers," he recalled.



*James Long (pictured years ago, left, with his dad, Jerry) has grown up to also become a contractor with D&T.*

# Lavern Pflughoeft earns MTA 'Driver of Month' honor

It must be a brother thing!

For February, 2005, Harold Pflughoeft, an independent contractor with D&T Trucking Company, was named "Minnesota Driver of the Month" by the Minnesota Trucking Association. And now, for February, 2007, Lavern Pflughoeft, Harold's brother, has been similarly honored by the MTA for his "extraordinary safety record and dedication to the positive image of the professional truck driver."

This is the second time he has been recognized in such fashion. In 2004, while driving for Westway Express, Inc., Lavern was a Driver of the Month for the Colorado Motor Carriers Association. He also earned a 15-year Safe Driving Award from Central Refrigerated Service, Inc., another carrier for which he was an owner-operator before leasing on with D&T.

An over-the-road veteran of, in all, 24 years and more than 2.5 million miles, much of it out west, Lavern decided in 2004 that it was time to return home to his Minnesota roots. At the recommendation of Harold, he became a D&T contractor in April of that year and, as might be expected, has continued to be—in D&T terminology—a Safe Driving Achiever.

Like the mutual emphasis on safety, Lavern's equipment philosophy also coincides with that of D&T: "I take care of my truck," he said, "and I had heard before I got here that D&T keeps up its trailers. They go through the shop every time they come in. I like pulling D&T trailers."

His professionalism is reflected in the statement submitted by Jim Walker, D&T Director of Safety and Compliance, in nominating him for the monthly MTA award.

"Lavern is the type of driver that a customer loves to see show up at its dock," the statement began, continuing in part: "He is always friendly and cooperative and all business when it comes to taking responsibility. On the road, he drives defensively and exercises common courtesy. He takes pride in his job, which is demonstrated by the way his equipment looks and is maintained and by his personal appearance. When he is home, he is very family-oriented and involved in his church and community. Lavern portrays a positive image for our company and the entire industry."

Well said.



*Lavern Pflughoeft:  
The MTA's February "Driver of the Month."*

## Violation-free inspections

If and when a driver is subjected to a roadside inspection, the goal obviously is to pass with no violations. That accomplishment was registered in January by D&T's Brian Hoppenrath, Paul Green, Jr., Pawel Winiarz, John Bracelen and Edwin Hohneke. Their contribution to a lower ISS score is very much appreciated.

## A new arrival

Congratulations to independent contractor Erik Hollenback and his wife, Sarah, on the birth January 24 of their daughter, Leah, who arrived at 7 pounds, 9 ounces, and with a length of 20 1/2 inches. Erik, an owner-operator for about five years, leased on with D&T last October. Sarah works in shipping at Western Graphics. This is the first child for the Hollenbacks, who live in St. Paul, Minn.



## Condolences to two at D&T

Two members of the D&T family, Linda Fales and Jeff Lucas, experienced personal family loss recently and have our condolences.

### *Stephanie Matt, 51*

Stephanie, sister of Linda, died February 18. Described as one who loved kids and animals and was a kid at heart, she lived with her widowed father, Russell Matt, in Crystal, Minn. and worked for 20 years at Opportunity Partners. Her mother, Jeannette, preceded her in death. Besides her father, she is survived by six siblings, including Linda, and numerous nieces and nephews and their families.

### *Jim Lucas, 80*

Thaddeus (Jim) Lucas, who passed away February 13, was the father of Jeff. Afflicted nine months ago with cancer, he died at his home in Little Canada, Minn.; it was in the house he built in 1954.

Jim is survived by his wife of 58 years, Rosemary; six children, including Jeff; 12 grandchildren; three great grandchildren, with one more on the way; brother Donald and sister Mary Gotchy; and many relatives and friends.

## Negative stories are ‘image challenge’ for trucking industry

In the New York Times recently was a front page story about the trucking industry. It started above “the fold” (on the upper part of the page), meaning that the editors considered it especially newsworthy, and was “jumped” (continued) to occupy an entire page inside the front news section.

The story not surprisingly was directly or indirectly negative in tone; even while supposedly providing balanced coverage about the serious issue of safety on the road, it left the impression that the trucking industry was not truly interested or aggressive enough in pursuit of accident reduction. Trucking for example was identified as “America’s most treacherous industry, as measured by overall deaths and injuries from truck accidents.”

When writing for newspapers, magazines or television news, journalists look for a “hook,” a dramatic incident or situation that will draw the readers/viewers into the story. The New York Times article for instance led with details about an accident on Thanksgiving Day in 2004, when “an 18-wheeler slammed into and crushed the sports utility vehicle and shoved it down an embankment.” The motorist was killed, the truck driver accepted blame, and the victim’s family filed a law suit against the trucker and the trucking company.

That was the lead-in impetus for delving into claims of “poor driver training,” “industry resistance” to safety regulations, and even deception in the industry. The reporter quoted a driver formerly with a trucking company in Birmingham, Ala. who said that during training he was “taught to conceal excessive driving hours,” including being shown how to “adjust” his logbooks.

The driver added that his company pushed him to work longer hours than permitted and that, several times, when he told a dispatcher that he was too tired to make another trip, he “was ordered to do so after just a few hours’ sleep.” Company officials were also quoted and denied the charges, but it nevertheless can be assumed that, in the minds of readers, suspicions lingered.

It is media publicity such as the New York Times article that illustrates the extent of the public relations challenge confronting the trucking industry and individual companies. Obviously the industry is concerned about safety. Obviously no reputable motor carrier would engage in the type of practices described by the Times. Obviously professional truck drivers are—as proven by statistics—much more competent behind the wheel than the typical motorist.

But. . . accidents unfortunately make news. And the public is more apt to remember and complain about a negative encounter with a truck (and then condemn the entire industry) than it is to compliment positive truck driving performance. So the industry must respond with a continuing image-building effort, and it isn’t easy.

For example, the New York Times story consisted of thousands of words, 64 paragraphs of text accompanied by photos and graphics. The rebuttal of Bill Graves, President and Chief Executive Officer of the American Trucking Associations (ATA) to what he termed an “error-laden story” earned four paragraphs on the Letters to the Editor page.

## Fight against scams; protect your identity

Just as cargo thieves are becoming more aggressive and sophisticated, so are those engaged in scams and efforts to steal their victims’ identity. The FBI and federal court system, for example, have issued alerts on their websites about this scheme being increasingly perpetrated thus far in 11 states—one of them, Illinois.

A telephone caller, claiming to be a jury coordinator, says threateningly that “a warrant has been issued for your arrest, because you didn’t show up for jury duty.”

“But I never received a summons for jury duty!”

“Well,” replies the con artist, “I can cancel the arrest warrant, but I’ll have to verify some information.

What’s your Social Security number and date of birth.”

If you do supply that information, bingo! Your identity has just been stolen.

The number of Americans who have experienced identity theft has surpassed 27 million, and the incidence rate is increasing every year, according to the American Bankers Association. Here are seven tips for fighting back and protecting your identity.

1. Unless you know and can trust the person or organization, do not provide financial information such as checking and credit card numbers or social security number.
2. Report lost or stolen checks immediately so that payment can be blocked on them.
3. Notify your bank and authorities about suspicious phone inquiries seeking information to “verify a bank statement” or “award a prize” or “cancel a warrant.”
4. Closely guard your ATM Personal Identification Number and ATM receipts.
5. Shred any financial solicitations and bank statements before throwing them away.
6. Keep your mail secure; don’t leave it sticking out of the mailbox, for instance.
7. If regular bills fail to reach you, call the company to find out why.

## Responding to unfair media coverage. . .

### *Letter in New York Times from Bill Graves of ATA*

“We take strong exception to your fundamental premise that trucking rules have been eased. The safety rules governing trucking were toughened and strengthened under the Bush administration, as they have been under Republicans and Democrats alike since economic deregulation in 1980.

“Tougher rules issued by the administration since 2000 include those requiring the loss of a commercial driver’s license for serious driving violations occurring in a passenger car during off-duty time; the requirement that all new carriers pass a safety audit by the government within the first 18 months of operation; new safety permit rules for carriers hauling hazardous material; new training requirements for drivers of longer combination vehicles; and more stringent rules for securing loads on trucks.

“Most recently, the American Trucking Associations filed a petition with the Department of Transportation to require that all new manufactured trucks be equipped with tamper-proof equipment that would govern the speed of a truck to 68 miles per hour.

“According to Department of Transportation statistics, the large truck fatality rate is at a record low, having declined 11 percent on the Bush administration’s watch, and hours-of-service rules have been strengthened for the first time since 1939.”

## Achieving their safety anniversary

It’s always a pleasure to recognize independent contractors who in a given month reached an anniversary as a Safe Driving Achiever with D&T. In January, the milestone of a continuing accident-free record was noted for seven contractors, who are listed below.

- 21 Years** - Edwin Hohneke
- 15 Years** - Ken Kosbab
- 6 Years** - Duane Rubner
- 5 Years** - Piotr Swiatek  
Tryan Winston
- 2 Years** - Pawel Dzimira
- 1 Year** - Anthony Hanvold

We thank you, and your families and our customers do, too.

### *From a news release issued by the Truckload Carriers Association*

“Public perception driven by recent articles has portrayed the trucking industry as comprised of large, unsafe trucks traveling with reckless abandon. What these articles fail to point out are trucks traveling on our nation’s highways in the safest, most professional manner, on a daily basis and without incident.

“For every negative story printed about the trucking industry, there are many positive attributes left unsaid. Condemning an industry without expressing the whole story is misleading and irresponsible. For instance, the New York Times recently misrepresented practices relative to time behind-the-wheel.

“What many of these articles neglect to do is tell the full story by looking closely at the relevant statistics, such as:

- The large truck fatal crash rate dropped 22 percent from 1993 to 2003.
- According to a study by the AAA Foundation, in 73 percent of fatal crashes involving a truck and another motor vehicle, police assigned one or more unsafe driving factors to the passenger vehicle driver and no factors to the truck driver.
- In those crashes in which drowsiness or sleepiness was a factor, the passenger vehicle driver was the one cited 94 percent of the time.

“The public must recognize that trucks are driven by those who have one goal in mind: To deliver the needed cargo, do so safely, and make it home to their loved ones. They have a sense of commitment and work ethic that are rarely seen in other industries today, and many of them have logged in excess of a million miles without an accident.

“On behalf of the millions of truck drivers whose office is their truck and the highways their workplace, it is the industry’s sincere hope that these drivers will be recognized for the true nature of what they do each day and not be penalized by misleading manipulations of the truth.”

### *Statement from D&T Trucking Company*

“It’s not fair, but it’s reality. Trucks and truck drivers are an easy and all-too-frequent target for criticism. The rig of course is large, recognizable, memorable, easily identifiable. And those who drive professionally and adjust to road and weather conditions might get in the way of those who don’t. Also, it’s an unfortunate part of human nature for some people to call law enforcement or the trucking company when they observe something negative while, on the other hand, not bothering when praise for the truck driver is deserved.

“So the key is to not do anything that will cause anyone to complain. Remember that the old “one bad apple” axiom does apply when it comes to what the public thinks about trucking—and by the way, many consumers don’t stop to think or realize how vital the trucking industry is to their way of life.

“Will totally professional performance eliminate stories such as the one that appeared in the New York Times? No, not entirely, because of, for one thing, the aforementioned “bad apple.” But having strong safety, information and education and equipment maintenance programs; ensuring integrity and the utmost standards of excellence throughout the company; and utilizing high quality drivers such as the independent contractors at D&T Trucking Company can make a tremendous contribution and positive impact on the image of the trucking industry.

“In addition, and the most important accomplishment of all, it saves lives.”

# 'We' are D&T. . .so happy birthday to us!

Just wanted to be the first to remind you: D&T Trucking Company is getting closer and closer to that big "5-0." Officially founded on April 17, 1959, D&T—or "we," since everyone here is involved in maintaining the company tradition—will soon begin the 48th year in business. And if one wants to trace the roots back to 1957, when Bob Dolle, Sr. owned five trucks and started D&T Truck Leasing, we are already 50 years old!

It might be interesting sometime to determine how many family-owned trucking companies were started or already existed when D&T was incorporated in 1959 and how many are still around as a family entity today. The prediction: Not many.

Bob, Sr. from the very beginning had definite ideas on how he wanted to operate a trucking business. They included a commitment to owner-operators exclusively—he was one himself—and an emphasis on strong, positive relationships with employees and customers.

The value of these lessons was not lost on Bob Dolle, Jr., who began working for D&T part time in 1971 while a college student, was "running the show" by 1980 and became sole owner in 1991. He has maintained and expanded the policies, philosophy and tradition of integrity and stability that have enabled D&T to retain independent contractors, employees and customers at a pace of longevity far beyond the industry norm.

So whether the company is soon to be 48 years old or is considered to have reached the half-century, the Crossroads says, on behalf of all, happy birthday to us!



*These old photos are a reminder about D&T's "trucking past."*



## On the Lighter Side . . .

### NEIGHBORLY ADVICE

The city strictly enforced rules about street parking after a heavy snowfall. One wintry morning this fellow heard the following message while listening to his radio: "Only those with even-numbered addresses should park on the street today."

Since his address qualified, he quickly put on his coat, went to his car, and followed the parking instructions.

A few days later there was another weather alert, but he missed hearing the news about where to park. Nervously he called his neighbor and explained the situation.

"What should I do, what should I do?" he cried.

"Take it easy," the neighbor replied. "I'll tell you what to do. Just leave your car in the garage."

\* \* \*

### REQUEST DENIED

A castle-like decor predominated at this exclusive, expensive restaurant, where the theme was to treat patrons like royalty. At each table, at least two waitpersons hovered, responding to every request from diners.

So when Fred was asked after dinner, "Is there any other wish that I can fulfill for my lordship?", he was quick to answer.

"Sure," he said. "Since I'm the king of my castle, I'd like to be served this way for dinner at home."

The waiter bowed and turned to the wife. "My lady, may I favor your husband with a reply?"

"Absolutely," she responded, "Tell him he's living in Fantasyland."

\* \* \*

### LOOK FOR SIGNS

The visiting minister was new to this very small town and didn't know where the church was. Seeing a little boy, he asked for directions.

After receiving them, he thanked the boy and then said, "Why don't you tell your parents about our meeting tonight. The message will be 'how to get to heaven'."

"How can you know that?" the youngster protested, "when you couldn't even find the church?"

\* \* \*

### CRIME STOPPER

Bumper sticker on a car owned by someone who perhaps wanted to avoid dieting: "Overweight people are harder to kidnap."

# Retirement party puts Phil Casperson in the spotlight

Phil Casperson characterizes himself as essentially a “low profile person.” So the D&T Sales and Pricing Manager, who retired effective February 28, tried to discourage the idea of the February 21 party (and therefore his having to attend it) planned in his honor.

“No way,” or words to that effect, was the response of party organizer Julie Myles, wife of D&T owner Bob Dolle. “You have no choice,” Julie told Phil. So like it or not, he was “high profile” at an event attended by staff, customers and others in trucking and attesting to the spotlighted honoree’s lengthy, dedicated and successful tenure in the industry.

The vast majority of Phil’s nearly 45 years of service has been with two companies—Sawyer Transport for about 19 years and, since September, 1981, with D&T Trucking Company. In both instances, he says, he was fortunate in that he “found a wonderful home” with a warm, friendly family company.

At Sawyer, he started as a “gofer” and worked his way through the various operational facets and up the ladder, including stops as Safety Director and Operations Manager. His last job there was Vice President and (North Central) Regional Manager, overseeing five terminals. His move to D&T represented a career path change—a focus on sales and marketing—and came about after Sawyer Transport moved its headquarters to Indiana in 1978.



*Bob Dolle (second from left) offers congratulations to Phil; the two are pictured with their wives, Julie Myles (next to Phil) and Mary Casperson.*

Phil was able to remain in the Twin Cities but needed a place (office space) to “hang his hat.” As luck would have it, space was available at the then-New Brighton, Minn. location of D&T. So Bob Dolle became Casperson’s “landlord” and, over time, his friend as well.

During one of their conversations, “Bob asked me if I would be interested in changing jobs, to get more into sales and marketing, and I decided that it was the right move,” recalled Phil.

Thus the relationship began and has endured. Subsequently through the years, and through a number of business cycles, steps were taken and new strategies were implemented. The result has

been significant growth, “and I take pride in what I’ve contributed,” said Casperson. And, in fact, leaving it all behind does indeed give him mixed feelings. “The decision to retire is one of the hardest I’ve ever had to make,” he said. “It is most difficult because of my friendship with Bob and with other employees who also have contributed so much to our success, and I have developed personal relationships, too, with customers from New Jersey to the Midwest who have wished me well. But the biggest difficulty from now on will be the lack of contact with Bob and my co-workers.”

On the other hand, now Phil will have more time for his hobbies of fishing, golf and planting and caring for his flowers and shrubs . . . more time for him and his wife, Mary, a retired Licensed Practical Nurse, to enjoy their lake home in northern Minnesota . . . more time for them to travel for pleasure and to be with their four grown and married children and nine grandchildren, ages 2 to 15.

So he retires with some regrets but mainly with anticipation about the future, accompanied by the knowledge that the D&T Sales and Marketing Department is well prepared for further growth, and with this message to all:

“It is my profound wish that D&T employees and Bob continue to be blessed with good fortune and prosperity.”

*(Editor’s note: You can stay in contact with Phil through his phone, 218/947-3935, and email, pamacasp@tds.net).*



*A beautiful, custom-designed diamond ring and this “service of excellence” jacket were “going-away” gifts for Phil Casperson.*



*This is Jerry Giorgio (center), a Transportation Specialist with SuperValu, and his wife, Mary, with Phil Casperson.*



*A contingent from Land O’Lakes was among customers attending the retirement party.*

# Follow requirements when placing warning devices

Even the best professional driver, operating well-maintained equipment, may have to deal with an accident or breakdown sometime in his/her career. If the unexpected happens, the driver must follow a set of warning device placement procedures to safely and legally deal with the situation.

## Required Warning Devices

According to Sec. 393.95 of the Federal Motor Carrier Safety Regulations (FMCSRs), a commercial motor vehicle must be equipped with at least:

- Three bi-directional emergency reflective triangles;
- Six fuses (each capable of burning for 30 minutes); or
- Three liquid burning flares (filled with enough fuel to burn continuously for at least one hour).

Flame-producing devices are prohibited on:

- Any vehicle carrying Division 1.1, 1.2, 1.3 (explosives) hazardous materials;
- Any cargo tank motor vehicle used for the transportation of Division 2.1 (flammable gas) or Class 3 (flammable liquid) hazardous materials whether loaded or empty; or
- Any commercial motor vehicle using compressed gas as a motor fuel.

## Warning Device Placement

Section 392.22 of the FMCSRs states that when a vehicle is stopped on the traveled portion or shoulder of the highway the driver must immediately activate his/her vehicle's hazard warning flashers. The driver then has 10 minutes to set out emergency warning devices.

When placing the devices, the driver should hold them in front of him/her to help be clearly visible to traffic. The driver should remain alert for vehicles that may not see him/her along the roadway.

The placement of devices varies depending on where the vehicle is stopped.

**Two-lane road**—On a two-lane road the first device should be placed on the traffic side of the vehicle 10 feet (4 paces) from the front or rear, depending on traffic direction.

The second device should be placed 100 feet (40 paces) behind the vehicle.

A third device should be placed 100 feet (40 paces) ahead of the vehicle on the shoulder or in the lane where the vehicle is stopped.

**One-way or divided highway**—The devices should be placed 10, 100, and 200 feet from the rear of the vehicle, toward approaching traffic.

**Within 500 feet of a hill, curve, or obstruction**—A device should be placed 100 to 500 feet from the vehicle in the direction of the obstruction. The other two should be placed according to the rules for two-lane or divided highways.

If any gasoline or other flammable liquid, combustible liquid, or gas seeps or leaks from a fuel container of a commercial motor vehicle stopped upon a highway, flame-producing warning signals may only be placed at a distance from the liquid or gas that will assure the prevention of a fire or explosion.

# Name-dropping

Welcome to these six owner-operators who are the newest members of the independent contractor team: **Jamie Stover** of Elk River, Minn.; **Jason Anderson**, Zimmerman, Minn.; **Charles Lose**, Muncy, Penn.; **Dale Bujak**, Braham, Minn.; **Wiodzimierz Bienia**, Ronkonkoma, N.Y.; and **Thomas Ouimette**, Chippewa Falls, Wis. Glad to have you with us, and we look forward to a mutually beneficial association.

\* \* \*

With regard to the above, **Paul Kruske** and **Ryszard Jucha** have each received their initial \$250 referral bonuses—Paul for his referral of Ouimette and Ryszard for his referral of Bienia. Paul also earned his second quarterly check for referring David Baggs to D&T, and here is an additional quarterly referral bonus report: **Charles Noll**, second quarter, for Dino Tokin; **Roger Lee**, first quarter, for Michael Nelson; and **Lloyd Schofield**, first quarter, for Erik Hollenback. Quarterly bonuses are paid for one year at a rate of one cent per mile for each mile driven by the referred contractor for D&T.

\* \* \*

**Francis Collins** is an "equipment update" subject; he therefore has a new equipment number of 1714 replacing the former I.D. of 1569.

## Happy birthday wishes to them

Mark Crom	March 1
Dean Dobberfuhr	March 2
Ted Ellifson	March 7
Anthony Gluch	March 11
Grace Griebel	March 12
Art Hemenway	March 18
Matthew Peterson	March 2
Harold Pflughoeft	March 1
Robert Wilson	March 15

Edwin Hohneke	April 19
Nathan Jensen	April 1
Calmer Johnson	April 29
Terrance Johnson	April 8
Yvette Keeler	April 11
Kelly Klemme	April 21
Joe Lang	April 18
James Long	April 26
Shawn Nelson	April 19
Lavern Pflughoeft	April 14
Norman Potter	April 1
Rick Pratt	April 17



# Highway to Health

Question of the month: Do you have eye symptoms such as stinging or burning, scratchiness, stringy mucus in or around the eyes, excessive eye irritation from smoke or wind, excess tearing and difficulty wearing contact lenses? Then you might have a condition known as "dry eye," and welcome to the club, because there are a lot of members!

Normally tears are produced at a slow, steady pace that keeps the eyes properly lubricated, comfortable and healthy. With dry eye, there is excess tearing that overwhelms the drainage system, causing an overflow from the eye and, therefore, dryness. Sometimes this is aggravated by medications taken for other reasons: diuretics, beta blockers, antihistamines, sleeping pills, prescriptions for a nervous condition, pain relievers.

An ophthalmologist is usually able to diagnose dry eye simply by examining the eyes and should be informed about medications you are taking. The trip to an eye doctor on occasion also might include tests that measure tear production. One of them involves placing filter-paper strips under the lower eyelids. Another uses a diagnostic drop to look for certain patterns of dryness on the surface of the eye.

Dry eye is treated by adding artificial tears (eyedrops) that lubricate the eyes and help retain moisture. There are many brands on the market available without a prescription, so it's simply a matter of "trial and error" to find the one that is most suitable. Preservative-free eyedrops are available as well if you are sensitive to the preservatives in artificial tears and may be recommended especially for those who need to add tears more frequently than every two hours or so.

Some people with dry eye are particularly bothered by "scratchy eyes" when they wake up. For them the ophthalmologist might recommend an artificial tear ointment or thick eyedrops at bedtime. Use the smallest amount necessary for comfort, doctors say, since the ointment can cause blurred vision at least temporarily.

Another method of keeping the eyes moist is to conserve the tears. They drain out through a small channel (which leads into the nose, which is why the nose runs when a person cries) and the ophthalmologist can close these channels either temporarily or permanently to conserve your own tears and make artificial tears last longer.

Remember, too, that tears are like any other liquid. They evaporate. So try using a humidifier in winter and, in general, avoid as much as possible anything that causes dryness, such as an overly warm room and over-exposure to hair dryers and wind. And finally, in case anyone needs another reason to stop smoking and to stay away from smoke, that bad habit is especially bothersome for people with dry eye.

*(Source for this column: A pamphlet produced by the American Academy for Ophthalmology).*

## With sympathy to the Dolle family

Evelyn M. Dolle, 76, of Baudette, Minn. and Scottsdale, Ariz., wife of the founder of D&T Trucking Company and mother of the D&T owner, passed away February 14 in Scottsdale.

Known for her generosity, fun-filled personality and zest for life, Evelyn will be deeply missed by Robert, her loving husband for 57 years; children Bob (Julie) Dolle, Ron (Sue) Dolle, Mary (Mark) Wells, and Ann (Ron) Haglund; eight grandchildren; one great grandchild; brother, Edwin Russell; and many loving relatives and friends.

Mass of Christian Burial took place February 23 at the Church of St. John the Baptist, New Brighton, Minn., with interment at Hillside Cemetery and memorials preferred to St. Vincent de Paul Catholic Charities.

Heartfelt sympathies are expressed from all to the Dolle family.

## March/April anniversaries of service with D&T

### CONTRACTORS

19 Years - Alan Posthuma  
10 Years - James Adams  
8 Years - Calmer Johnson  
6 Years - James Boyer  
5 Years - Theodore Larson  
Michael Mihes

3 Years - Jimmy Stout  
Lavern Pflughoeft  
Norman Potter  
Charles Noll  
2 Years - Lukasz Daniel  
David Croes  
Brandon Bergman

1 Year - Terry Melvin  
David Holmes

### STAFF

9 Years - Gordon Minnichsoffer  
3 Years - Jeff Lyons

## News notes . . .

### *D&T has permits from New Mexico*

Although New Mexico was late in issuing its 2007 weight-distance tax cab cards—and some motor carriers still may not have received them and are advised to continue carrying the 2006 cards—D&T Trucking Company does have the 2007 permits. So see Bill Lundquist to obtain yours.

The tax is administered by the State Taxation and Revenue Department, which because of the delay has asked New Mexico law enforcement to suspend enforcement of the 2007 credential until April 1.

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### *Pennsylvania law*

Effective January 29, a new Pennsylvania law went into effect requiring drivers to turn on their headlights whenever using windshield wipers in inclement weather. The law applies both when the wipers are fully on and when they are in intermittent mode, according to the state's Department of Transportation. Violators may be fined \$25—but that's not all. Fees and other costs can increase the amount to \$100.



Final Crossroads Reminder For  
Independent Contractors!

**Refer An Owner-Operator To D&T  
And Be Eligible To Win The  
SPECIAL REFERRAL PROMOTION**

*A Free Trip For Two  
To The Legendary*

**TALLADEGA SUPERSPEEDWAY**

*For NASCAR Races April 28-29*

*(Further Details In Story, Page 1)*



*Note: Regular program bonuses still apply when your referral  
leaves on with D&T. So everybody wins just by participating in the  
drawing for the trip!*

## Something to think about

A university professor gathers his graduate students together for a social hour designed by him to deliver a message. The professor serves expertly-brewed coffee, but beside the pot is a wide assortment of cups ranging from plastic to glass to the most exquisite china. As the students sip their coffee, some of those with the cheapest cups begin to stare with envy at those with the most expensive.

"Why is that?" he asks. "You're all drinking the same coffee. The cup doesn't matter. It's what is in you. Do you have a positive attitude? Will you cooperate with others? Are you always ready to listen and improve? Do you take pride in what you do? God has granted all of you the potential to enjoy all of these qualities and attributes. So never mind the cups. Enjoy the coffee. The happiest people do not necessarily have the best of everything. They just make the best out of everything they have."

5 South Owasso Boulevard  
Little Canada, MN 55117

**D&T**  
TRUCKING COMPANY