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FleetNet

focus

www.fleetnetamerica.com

New Sales Team Expansion

With double digit growth each of the last 5 years and more aggressive growth planned for the next 5 years, FleetNet America announced expansion of its sales team in late April. The additions to the sales team mean more customers and potentials will have direct contact with FleetNet salespeople translating to more customer service. With the reorganization of the sales department, titles, positions and duties have changed as well. A new position, Division Director, is responsible for managing a team of highly trained sales consultants and will be tasked with generating new business, growing existing business, and satisfying customer needs in a specific region of the country. The inside sales representatives have been trained for a new position called Account Manager. This position works closely with Regional Sales Managers/Division Directors to satisfy customer needs, cold call on prospects and inform the current customer base of new services.

Meet Your New Sales Staff

Northeast Region: CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT
Paul Gildenhorn is the Division Director in the Northeast area. Paul has been a top sales manager for over 22 years managing large teams of sales professionals in various commercial, retail and industrial sectors. Paul joined FleetNet in April 2011 and is based near Baltimore, MD. Paul works with Charmaine Laney, Account Manager, who joined FleetNet in May 2011. Charmaine began her 25 year transportation career with Carolina Freight Carriers as an Account Manager. Other companies she has worked for include Yellow Transportation, Overnite Express and Estes Forwarding.

Upper Midwest/Great Lakes: IL, IN, KY, MI, MN, OH, TN, WI
The Division Director in the Upper Midwest/Great Lakes area is Ed Brennen. Joining FleetNet in April 2011 with over 18 years experience including positions such as Regional Vice President, Regional Manager, General Manager and Field Sales Manager, Ed is based in the greater Cincinnati, OH area. Cindy Sain, Account Manager, who works with Ed, joined FleetNet in May 2011. Cindy has over 32 years of sales experience including 30 years at her family's retail business where she spent 20 years as store manager.

Midsouth: NC, SC, VA, WV
David Penley joined FleetNet in May 2008 as a Regional Sales Manager. David came to us from TMT (Transman) Software where he was the Director of Customer Satisfaction and Regional Sales Manager. Prior to joining TMT, David was in various sales management positions with Melton Technologies, Qualcomm and Old Dominion. He is domiciled in Greensboro, N.C. The account manager for this area is Adrienne McCorkle who joined the company in July 2009. Adrienne has over 20 years in sales and customer service, ten of which were in the transportation industry with positions at Carolina Freight Carriers and Yellow Freight.

Southeast: AL, FL, GA, MS
Brandon Rice is the Regional Sales Manager in the Southeast part of the US domiciled in Georgia. Brandon joined FleetNet as the TMcare Salesperson in May 2009 and has over 9 years experience in the industry selling full maintenance lease programs. Melissa Singletary who joined FleetNet in July 2008 is the account manager for this region. Melissa began her sales and customer service career with a company that sold promotional items and corporate gifts.

Midwest: AR, IA, KS, LA, MO, ND, NE, OK, SD, TX
Randy Whittaker is the Division Director in the Midwest and is domiciled in Little Rock, Arkansas. Randy has over 27 years in the transportation industry - 3 with Ryder/PIE truckline as an operations manager in Little Rock, AR and 21 years in sales and management with Treadco Inc. in AR, TX, OK, and FL. Randy has been with FleetNet as a Regional Sales Manager for over 6 years. Working with Randy in this area of the country is Terri Putnam, Account Manager. Terri joined FleetNet in July 2008. Terri worked as an Account Manager/Salesperson for the prior 18 years with Sara Lee/ Hanes Brands Corp.

Northwest: CO, ID, MT, NM, OR, WA, WY, UT, NV, AZ, CA
David Higgins joined FleetNet in August 2005 as a Regional Sales Manager and is currently Division Director of the Northwest area. He has 20 of national and regional transportation industry experience. Prior to FleetNet, he was in the transportation transaction processing industry, which included fuel/cash/payroll data processing with FleetCor Tech., and FleetOne Holdings LLC. Sherry Mason, account manager, works with David and joined the company in May 2011. Sherry has over 35 years in the trucking industry. She began her career at Carolina Freight Carriers and then went on to ABF in 1996 as a Trade Show Coordinator.

Others in the sales department include: Mike Hagaman, VP of National Accounts; Angie Thompson, Senior Account Manager; Niney Johnson, Sales Coordinator; and Donna Ritter, Sales Manager. You may contact any of the above salespeople at for more info at 1-800-438-8967 ext. 2550.

Corporate Contacts

Gary Cummings.....	CEO/President.....	Ext. 2681
Tim Smith.....	VP of Roadside.....	Ext. 2507
Jarrett Gokey.....	VP of Sales & Marketing.....	Ext. 2560
Stephen Crane.....	Sr. Director of TMcare.....	Ext. 2639
James Williams.....	Sr. Director of Vendor Relations.....	Ext. 2532

Summer Tire Saga Continues

The summer months bring sun and fun for most people. However, those in the trucking industry know all too well that summer heat is not fun and games when it comes to tires. The excessive heat alone causes enough tire failures to deal with, not to mention the road construction normally taking place in the summer. Add the CSA regulations and the damaged manufacturing capacity in Japan to the mix this summer and we are looking at another year of predicted shortages. With the shortage of natural rubber, a key ingredient in truck tires, as well as the rising price of oil, we have already heard of some tires being increased 30% over last year. (Many raw materials used in commercial truck tires are oil-based in case you were wondering about the connection.) Next to fuel costs, tires are the highest maintenance costs for a fleet.

So, how do you minimize your tire expenses? Teach your drivers the early warning signs. Drivers



should visually inspect tires in a pre-trip and post-trip inspection. They are looking for irregular wear, cuts, punctures, etc. If they notice fast outside wear, this could mean signs of alignment issues. Get this issue checked to extend the life of the tire.

Obviously, fixing punctures and cuts before getting on the road will save a blow out and an emergency roadside call. Have your drivers check for tire pressure in the pre-trip inspection also. Correct tire pressure will help with fuel economy, avoid irregular wear, and early removal miles.

The more educated your drivers are about your tires, especially during the summer, the more money they can save you in several areas.

Drivers Rave About Text Message Alerts

FleetNet enhanced its roadside and contract maintenance services with SMS status alerts to customers in late 2010. Customers who opt-in to receive text message notifications instantly receive details of when a service provider will arrive on location once the provider is assigned to the event. Drivers are raving about how great this service is



and how quickly they are receiving the information they need. Following are the types of messages a customer may choose to receive via text message either on a single – instance event or permanently for all future events:

- 1) A breakdown started message, giving the user a reference number
- 2) A vendor assigned message, indicated the vendor name and ETA
- 3) A vendor changed message, indicated the vendor or ETA has been modified
- 4) A breakdown cancellation message, confirming to the user that we have stopped the dispatch process

New Customers join FleetNet Family

FleetNet America administers service for over 250,000 events annually, as well as being responsible for over 500,000 pieces of customers' equipment in the TMCare (Total Maintenance Care) and Roadside (emergency roadside) programs. We would like to welcome the new customers that joined our FleetNet family in the first 5 months of 2011.

- J Grady Randolph, Gaffney, SC
- Trimac Equipment Leasing, Houston, TX
- CrossGlobe Transport, Glen Allen, VA
- Samuels & Son Seafood, Philadelphia, PA
- Barefoot Carriers, Ripley, MS
- Big Freight Distributions, Grapevine, TX
- Quality Moving System, Columbus, GA
- Oceane Cargo Link, Forest Park, GA
- Woodwright Hardwood Floor, Dallas, TX
- Star Transportation, Jonesboro, AR
- Cord Moving and Storage, Earth City, MO
- NAPA Transportation, Mechanicsburg, PA
- S&P Carrier,
- Industrial Container Services, Charlotte, NC
- MABE Trucking, Eden, NC
- Crown LSP Group, Rocky Mount, NC
- ASR Transportation,
- Maritime Delivery Services, New Lenox, IL
- SFS Transport, Vero Beach, FL
- The Truck Source, Glen Allen, VA
- Harris & Son Trucking, Madison Heights, VA
- MC Truck Transport, West Chester, OH
- Sterling Transportation Services, Blair, NE
- Europa Sports Products, Charlotte, NC
- Van Wingerden, Mills River, NC
- Avenel Truck Equipment, Avenel, NJ
- Fugro Chance, Lafayette, LA
- Greater Faith Fellowship Church, Dickinson, TN
- Albert Furniture Co, Wichita Falls, TX
- Alton Transport, Chicago, IL
- Sygma Network, Westborough, MA
- MC Tank Transport, West Chester, OH
- IDM Trucking, Inc, Weyers Cave, VA
- American National Logistics, Caddo Mills, TX
- MC Express, Jonesboro, AR
- RMP Transportation Co, Dubois, PA
- A&M Cold Storage, Sugar Hill, GA
- Oldcastle Surfaces, Atlanta, GA
- Frank Thompson Transport, Eldorado, AR
- Supervalu, Tacoma, WA
- Hawaii Intermodal Tank Transport, Palmetto, FL
- Crane Cartage, Houston, TX
- Pinnacle Freight Systems, Piscataway, NJ