



Memphis Traffic Talk

Volume 61, Issue 4

August 2012



President's Message

Dear Traffic Club Members & Friends,

Greetings! I hope you've had a great summer and I look forward to seeing you soon as the Traffic Club of Memphis gets back into gear in the fall. We have many exciting announcements and some new events planned as we close out the year, but first I want to thank each of you who participated in the golf tournament in May. With your participation, the club was able to award a total of \$5,200 to eight deserving undergraduate and graduate students who are preparing for careers in the transportation and logistics industry. We are honored and grateful to be able to provide financial support to the next generation of transportation professionals and we couldn't do it without you.



To see all 2012 golf tournament pics, click on the photo below



To kick off the fall schedule of events, the club is thrilled to announce that we will be hosting our [First Annual Transportation Trivia Challenge](#) on September 11 at the Sabbatini Lounge at Christian Brothers University. You've probably seen trivia tournaments at local restaurants and other fundraising events. Well, this one's just for you! Ten teams of up to eight players will

[Quick Links](#)
[Register Now](#)

[News](#)
[By-Laws](#)
[Officers/Board](#)



In This Issue

[TCI 2012 St Louis](#)

[Web Banners](#)

[New Member](#)

[TCI 2013 Memphis](#)

[Running for Office](#)

[Mythbust #1](#)

[Birthdays & Anniversaries](#)

face off to battle wits and display their knowledge of all things transportation. Each team is invited to pick a theme for its table and to bring its own food and drinks. Door prizes, prizes for best theme, and the First Annual Transportation Trivia Cup will be awarded. All proceeds will benefit the Traffic Club of Memphis Educational Fund. It promises to be a hoot of a time and we hope you'll join us. You can find more information and register on the club's website at www.trafficclubofmemphis.com Seating is limited, so register your team now.

Finally, next year is the club's 100th anniversary. Wow. 100 years! We plan to celebrate all year long and the board is very busy putting together a slate of events befitting such an extraordinary landmark in the club's history. With that in mind, we're excited to announce that the Traffic Club of Memphis will be hosting the 2013 Transportation Clubs International Annual Conference on September 12-14, 2013. The conference will draw transportation and logistics professionals from across the country for networking and educational programs and will be a great opportunity to showcase our club and our city. Board member Carey Treadwell has graciously agreed to serve as chairman of host committee. If you are interested in sponsoring or helping prepare for the conference, please contact Carey at carey.treadwell@dynamex.com. Look for more details and information to come.

As always, the board and I welcome your comments and suggestions. Let us know what you're thinking and how we're doing.

See you soon,

Mason

**TCI St Louis 2012
"Gateway to Global Success"
90th Annual Conference
September 12 - 14**



(St Louis Info)

Traffic Club Web Banner Ad Sponsorship

The Traffic Club of Memphis would like to thank Coyote Logistics, Dynamex, Pacer, Cornerstone Systems, and Marten Transport for sponsoring web banner ads on its official site (www.trafficclubofmemphis.com) . This is the first year The Traffic Club of Memphis has provided banner advertising to our membership. Sponsorships for these ads go a long way to supporting club contests and the Traffic Club Educational Foundation. Please check out their ads on our website.



If your company is interested in sponsoring an ad, please contact our Membership Director, John Brewer for full details and pricing. He can be reached at 901-377-4143 / jbrewer@achfood.com .



Inaugural Transportation Trivia Night

Save The Date

Tuesday Night - September 11, 2012

The Traffic Club will be hosting its first ever Transportation Trivia Night this fall. The questions will be prepared by an independent third party. In this way all club members and friends, including the board and officers, will be able to participate.

\$200 per team of 8.

Cutoff for reservations - 12 noon, Friday, September 7, 2012

Check-in/Networking 6:00 pm - 7:00 pm

Trivia challenge starts at 7:15 pm, dismiss by 9:00 pm

Christian Brothers University ([map](#))

Sabbatini Lounge (Thomas Center, upper level)

No individuals accepted at this time.

You can put your individual teams together or put in as a company team.

This tournament will benefit the scholarship fund.

(SIGN UP NOW)

For further information please
contact Matthew Decker or Robin
Colwell.

Welcome! New Member



Pat Downey

FedEx Trade Networks

Regional Sales Manager

2620 Thousand Oaks Boulevard, Suite 3000

Memphis, TN 38118

901-542-4631



A MAP TO WHERE?



by Clifford F. Lynch

Some of you will probably say I need to get a life, but I recently spent an evening with the long - awaited 1656 page transportation funding bill, "Moving Ahead for Progress in the 21st Century Act" or "MAP - 21". This new legislation, signed by President Obama on July 6, 2012, will ensure funding at the current level of transportation and other projects until December 31, 2014, and comes after the previous law had been extended eleven times. While the bill is not perfect by any means, it will keep current projects moving for the next two years and preserve 3 million jobs. Most agree that it certainly is better than it might have been, considering the polarization in Congress.

While most of the attention has been directed toward the funding and job preservation aspects, the bill covers a multitude of other things, as well. At almost 1700 pages, it deals with subjects ranging from the BP oil spill to the interest rates on student loans. Several of these are worth

mentioning.

The legislation adds language to the current National Transportation Policy, outlining goals to invest in infrastructure and operational improvements that will strengthen the freight network to the economic competitiveness of the country, reduce congestion, increase productivity, improve safety and security, improve state of good repair, use advanced technology, improve economic efficiency, and reduce the environmental impact of the freight network. Emphasis will be placed on a "National Freight Network" that will be comprised of existing roadways that are most critical to the movement of freight.

Another provision settles the discussion about Electronic On Board Recorders for motor carriers. The Secretary of Transportation is instructed to complete in one year the development of regulations which will require EOBR"s for interstate carriers, after which the carriers will have two years to install them in all tractors operated by drivers subject to the hours of service rules. As far as hours of service rules are concerned, Congress chose to side step the issue by requiring a "field study on the efficacy of the restart rules published on December 27, 2011". This report will be due back to Congress on September 30, 2013.

One of the most important provisions requires a surety bond of \$75,000 for brokers and forwarders, rather than the current \$10,000. This should help weed out the underfunded firms that are at the root of many of the problems in the industry, i.e. not paying carriers or clandestine rebrokering. There are also other provisions controlling certification and operations - all in all, positive changes for the industry. If you are a broker or deal with brokers, you would do well to read carefully Sections 32918 and 32919 of the new act.

This bill has a little something in it for everyone. Of interest to those around Lake Michigan, especially the fishermen, will be the fact that the Corps of Engineers is directed to find a solution to the Asian Carp problem in the Chicago and Illinois Rivers.

Disappointing to some will be the exclusion of action on the proposed XL pipeline or the heavy truck provisions sought by many, but to me, the most glaring deficiency of all is that

once again, Congress has failed to deal with the federal tax on gasoline and diesel fuel. These taxes have not been increased since 1993, and while none of us want to pay more taxes, much of the positive thrust of the new legislation will be negated by lack of funds. Of course, this is not surprising, considering that this is an election year.

This bill deals with dozens of transportation related subjects; and as ominous as it may sound, I highly recommend that everyone at least skim the table of contents. You might be surprised at what you find there.

Clifford F. Lynch of C. F. Lynch & Associates has several decades of experience in the supply chain industry and is a recognized expert on outsourcing and other aspects of the supply chain. Along with his associates, he is well qualified to provide advisory services for most supply chain issues.



Please save the date on your calendars. Memphis is privileged to host such an esteemed conference of peers from all across North America. Several of us are attending the [2012 TCI conference in St Louis next month](#). The 2013 TCI conference will be here

in Memphis. Followed by Denver 2014 (confirmed) and San Antonio 2015 (tentative). We are in the early planning stages for our conference in 2013 so stay tuned for more details.

Traffic Club of Memphis' Educational Foundation Scholarships Recently Awarded



A total of \$5,200 was just awarded from the [Educational Foundation](#) for a total of over \$40,000 awarded over the past nine years.

\$2200 = Embry Riddle Aeronautical University as follows:

Douglas Earl Ray = \$800

Catherine S. Woodyard= \$350

Hollis John Troxel = \$350

Ahmad Y. Chandler = \$350

Erik Matthew Hillard = \$350

\$800 = Auburn University as follows:

Bradley Lamar Addison

\$400 = University of Memphis as follows:

Elham Zuber Mohammed

**\$1800 = University of TN, award includes Terry Carter Memorial Scholarship to:
Patrick Wayne Fifer**

Also, Embry Riddle has made available an additional \$200 Embry-Riddle Excellence Award to each recipient pending eligibility.



Call for Board Members

The nominating committee recently met and we are actively seeking members to run for the board next year. If you are interested, please reach out to Dan at depallme@memphis.edu

Just a reminder - to be eligible to run for a board position, you must have been a member for at least 6 months.

Mythbust #1.

"The customer always come first."

June 28th, 2012

Courtesy of Mike Synk's Blog ([Link](#))



This little cliché has always been a problem for me.

I'm a customer and service oriented guy. The customer should be at the center of your strategy. Without customers you don't have a business and certainly won't enjoy growth.

But it still bugs me.

As so other similar clichés like, "The customer is always right."

Customers know what they want, but regularly don't know what they need. And quite often they are wrong about both.

If the customer always comes first, where does your company come? Last?

Granted, customers have a lot of leverage and are willing to use it, especially in the B2B world. But if you always jump when the customer calls, putting the development of your company on the backburner (meaning putting on hold the development of the systems and methods that make you valuable to the customer), you will become a slave to the customer. You are being leveraged. This is never healthy.

Sometimes you have to give in and jump for the customer. That's okay. But if it becomes a habit, maybe you

are grabbing the dollars at the expense of your organization.

When you are jumping for the customer, you are working "in" the business, not "on" the business.

You need to have discipline about spending time "on" the business. And that time should be sacred, non-cancel-able. Spend it building your customer centric brand promise and all the mechanisms that will insure you have a compelling offer. This is #1. And it comes before the customer.

And explain to customers, you need that time, to be able to serve them well and to improve upon it.

You'll be surprised when you find that they'll understand. If they don't, they probably aren't the right customer for you.

After twenty years of success in the business world, Michael Synk has dedicated over a decade to serving as a business educator, coach and consultant. Michael leads the CEO Clarity Council, conducts numerous seminars and workshops, and is one of the original sixteen coaches in North America certified by Gazelles International.



We have several months to make up for so here below are all the summer birthdays and anniversaries. Please wish your fellow members all the best.

JUNE

Birthdays

Kathy Coleman Sapp - APL - 6/24
Larry Mays - Cleo Wrap - 6/24
S. Bryant Richie - Marten Transport - 6/23

Anniversaries

Carter Tate - Centrix Logistics - 6/4

JULY

Birthdays

Sherrye Britt - Riviana Foods - 7/4
Jim Van Eynde - Retired - 7/12
Chris Albonetti - FedEx - 7/14

Anniversaries

Sherrye Britt - Riviana Foods - 7/24
Tyler Ward - Coyote Logistics - 7/24
Sherry Foster - Expeditors International - 7/26

AUGUST

Birthdays

Sandra Cole - Custom Commodities - 8/17
Geoffrey Smock - G & D Integrated - 8/17
Robin Colwell - Emory-riddle Aeronautical University - 8/5
David C. Skinner - Hamilton Beach Brands, Inc. - 8/13

Anniversaries

None

This is your newsletter! Should you have any suggestions for a future article, meeting topic, etc., please let me know!

Sincerely,

Carey Treadwell

Editor