



# BUCHANAN'S QUARTERLY REPORT

July – Sep 2010

Volume 3

In the last couple of years, BHRI has been tested by one of the deepest economic recession in our history. I know it has been hard not to be pessimistic about the future as we all have watched friends and family members lose their jobs and experienced the personal concern of facing that same fate.

Fortunately, BHRI has seen small signs of recovery. While demand for trucks has risen dramatically in recent months, that has not yet been associated with increased freight rates, but that will come in time. In those tough economic conditions, many companies have closed their doors. However, BHRI philosophy has been to remain aggressive. It was Winston Churchill who said, *“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”*

As we emerge from the recession, nearly all of our operating divisions have groundbreaking growth initiatives underway. You will hear more about these exciting plans in the future.

We are well positioned to take on the challenges these opportunities represent because we are strong and well positioned for what lies ahead. It's certainly a time for optimism. BHRI appreciates all of you for your hard work, loyalty, and support and optimistically look forward to the successes the future will bring.

## What is a Customer?

There is only one valid definition of business purpose: to create a customer.

The definition of a customer is those individuals who have a stake or invested interest in the success of the organization including the employees. Customer-centered focus needs to be applied through the rank and file whether they are outside or inside the company.

I was once told, “If you believed that if people were happy in their work they would take good care of the customer, and the customer would come back again and again”. BHRI sustainable success is treating your employees like your most valuable customer. Employees need to be passionate about the company and their work, and this is translated through every customer interaction, product and service.

How loyal are your internal and external customers? How do you know you have customer loyalty? What does your department do or not do to buy customer loyalty?

The basic component for excellence, is listening to customers, acting on what you heard and delivering on your commitments, providing a great product, superior service, and respect.



## SAFETY NEWS

Driving too fast for conditions is defined as traveling at a speed that is greater than a reasonable standard for safe driving.

Examples of conditions where drivers may find themselves driving too fast include: wet roadways (rain, snow, or ice), reduced visibility (fog), uneven roads, construction zones, curves, intersections, gravel roads, and heavy traffic.

Following are some tips that will help you maintain a safe speed for various driving conditions.

**TIP # 1: REDUCE YOUR DRIVING SPEED IN ADVERSE ROAD AND/OR WEATHER CONDITIONS:** Adjust your speed to safely match weather conditions, road conditions, visibility, and traffic.

**Did You Know?** 25 percent of speeding-related large-truck fatalities occurred during adverse weather conditions.

**Did You Know?** You should reduce your speed by 1/3 on wet roads and by 1/2 or more on snow packed roads (i.e., if you would normally be traveling at a speed of 60 mph on dry pavement, then on a wet road you should reduce your speed to 40 mph, and on a snow-packed road you should reduce your speed to 30 mph).

**TIP # 2: ENTER A CURVE SLOWLY:** Speed limits posted on curve warning signs are intended for passenger vehicles, not large trucks. Studies have shown that large trucks entering a curve, even at the posted speed limit, have lost control and rolled over due to their high center of gravity.

**Did You Know?** 40 percent of speeding-related fatalities occur on curves.

**Did You Know?** Braking in a curve can cause the wheels to lock up and the vehicle to skid.

## UP COMAING EVENTS

Independence Day.....	Jul 4.....	”America’s Birthday”
I-80 Truck Show.....	July 9-10 .....	Iowa
Waupun Truck Show.....	Aug 13-14.....	Wisconsin
Eau Claire Big Rig Truck Show.....	Aug 20-22.....	Wisconsin
BHRI Driver Appreciation.....	Sep 21 in Indianapolis.....	“Thank You”
	Sep 23 in Fort Wayne.....	“Thank You”



## DRIVER RETENTION & RECRUITING NEWS

Buchanan Hauling Recognizes and Appreciates the following driver for their dedication. The Following drives have meet (Jul, Aug, Sep) another mile-stone with the Company:

### July

Henry Herrold – 7 yrs  
Scott Ludwikowski – 3 yrs  
John Stinson – 2 yrs  
Roy Lechner – 1 yr  
Marvin Johnson – 1 yr

### August

Richard Burton – 6 yrs  
Kendall Ballinger – 4 yrs  
Dale Henry – 2 yrs  
Cindy Roberts – 1 yr  
Ralph Travis – 1 yr  
Richard Jackson – 1 yr  
Richard Parker – 1 yr  
Bruce Zimmer – 1 yr  
Carlos Lopez- Arreola – 1 yr  
Jerry Pangman – 1 yr  
Gilbert Williams – 1yr  
Terrance Holliday – 1 yr

### September

Keith Byler – 4 yrs  
Kenneth Papner – 3 yrs  
Paul Githinji – 2 yrs  
Brian Lennen – 1 yr  
Gene Doyle – 1 yr

Drivers will receive a New Decal for their truck; some drivers will receive a Shirt/Jacket if they have not already. Again, Thank you for your dedication to the company.

**\$1,000.00 BONUS FOR NEW DRIVER REFERRALS.** Contact David in Recruiting.

