

Delta Nu Alpha



Alphian Connection

EDUCATING TOMORROW'S TRANSPORTATION PROFESSIONALS TODAY

Fall 2012

Message From the President, Sally Lubinski

Dear Delta Nu Alpha members and friends,

Where is the year going? We just finished another great TEC in Nashville, TN. Excellent speakers, topics and a great tour. Thanks to the dedication and generosity of some of our chapters and members we were able to host 8 students at TEC this year. Thanks to Western Illinois University for their participation.

We would like to extend our gratitude to the Nashville chapter for hosting and sponsoring this conference, to the Kentucky Chapter for their sponsorship of the students and to Hank Seaton for hosting our round table discussion on Saturday. I think it is fair to say we all had a great time

After being at these conferences it always recharges us and reminds us of how important this fine organization is and how we must continue to move forward and reach out to others to either attend a chapter meeting, join a chapter or help start one up. We need your help to do this.

Please take a look at on page 5 as there are new job prospects through AldenLaw, a transportation law firm located in Columbus, Ohio that every Wednesday posts new jobs.

In the new year we will continue to bring you job postings, new educational opportunities and let you know what is happening in our chapters. Please let us know of any ideas you have or how we can help you as well.

We appreciate all your continued support and look forward to another great year.

Happy Holidays to all!

Sally Lubinski
Delta Nu Alpha – International President

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Chapter News

Western Michigan Chapter

West Michigan Chapter 335 in conjunction with Holland Transportation club once again hosted the famous "Plaid Shirt Night", October 25th. The date in itself was unique that 25th anniversary would fall on the 25th of October. We celebrated our 25th anniversary for Plaid Shirt Night with an attendance of 320 people and offered over \$10,000 in prizes. Included in the prizes were 7 guns which had been engraved with the "Plaid Shirt Night/ Delta Nu Alpha logo" that had stainless steel or silver barrels. In addition the facility (The Holland Fish and Game Club) was decorated for our 25th anniversary we gave away \$25 every 25 minutes and served anniversary cake.

Once again the event was very successful. Over the past 25 years we have been able to give away an average of \$6000 in scholarships per year to local colleges and local food pantries as well as sending students and members to the Delta Nu Alpha National conferences as a result of Plaid Shirt Night. Many of our members will remember the 1999 Conference that was held in Grand Rapids MI when the National Conference was held here and for fun night we all went to the Plaid Shirt Night. That night Jeff Wilmarth won a flat bottom boat. I can't remember if he sold it or sailed it across Lake Michigan to get it home that weekend but everyone seemed to have fun.

I have been involved with Plaid Shirt Night from the start and have been on the committee for the past 20 years. This was the last year I will be on the committee. I do have to say I have enjoyed the event and hope that it continues strive because it is a great fund raiser and it continues to bring together transportation professionals.

Bruce Rysdyk
DNA Chapter 335 Secretary

Meeting Opportunities

Below is a chapter president list. If you are interested in attending a meeting in these areas you can contact the local president for more information.

Bowling Green Chapter - Clint Laird claird@topuraaf.com phone 270-792-4822

Chapter 750 at Large - David Riggs jasona0327@earthlink.net

Chicago Chapter 253 - Don Adams dadams9021@comcast.net

Louisville, KY Derbytown Chapter 112 - Lori A Kelsey Lori.Kelsey@ky.gov phone 502-266-6084

Milwaukee Chapter 317 - Steve Rose srose@hubgroup.com

Nashville Volunteer Chapter 135 - Jim Hall Jrhall8657@gmail.com

South Florida Chapter 53 - Jim Glover Fortjimfl@aol.com

Western Michigan Chapter 335 - Todd Olson vp@vansdelivery.com phone 616-365-3200

Nashville Chapter

The Delta Nu Alpha Annual Train Ride was held Saturday, October 27. The event was a great success with 36 guests. In addition to the train ride, the guests disembarked the train at Delmonico Winery and enjoyed Casino Day. Chips were sold on the train with the proceeds going to support the Christmas for Kids party to be held in December. Blackjack, roulette, poker, and baccarat were available to play plus a raffle sponsored by Delmonico's. Prizes for the guest winning the most chips at the Winery were awarded. The winners were Phil Bumpus and JM Ditmore. As a result of the event, Volunteer #135 raised approximately \$450.00 for our project.



Obituary

Many of you know J. M. Ditmore and his wife, Ree. It is with heavy heart that we bring the news of the passing of Mrs. Betty "Ree" Ditmore. After a long battle with leukemia she was taken from us on October 12. Mrs. Ditmore of Hendersonville was a very loving, structured and compassionate woman. She enjoyed playing bridge, traveling, cooking and spending time with her family. She was an avid football fan, two of her favorite teams being the Tennessee Volunteers and Tennessee Titans. She was a faith based woman that was a member of Hendersonville First United Methodist Church & the Poe Williams Sunday School Class for the past 42 years She worked for many years as a CPA with a variety of clients.

Please keep J. M. and his family in your thoughts and prayers at this time. Should you want to send a card to the family, the mailing address for them is: 103 Airfloat Drive / Hendersonville, TN 37075.

The Product Life Cycle as it pertains to Transportation and the Motor Carrier

By: Christopher Burns, MBA – Logistics Analyst for ModusLink Global Solutions and Delta Nu Alpha Board of Directors Member

Understanding the research that company perform in giving industries is able to aid most of the research and development of various products. The definition of life cycle is categorized in different ways by numerous authors. Respectively the definition can translate into the author's point of view on the product model according to any given application (Sy, and Mascle, 2011). "A life-cycle feature is defined as any geometric or technological or functional information assigned to a face, a part, or a subassembly and whose presence is inherent to the manufacturing, assembly, maintenance, recycling or disposal processes" (Sy, and Mascle, 2011). For a business to remain profitable in the marketplace the need to understand the Product Life Cycle (PLC) is becoming more important to remain in business.

When a car company makes a decision to introduce a new model or product line to the masses, the research and development of the product has already shown the life cycle of the items and thus why many car companies are constantly updating and improving the products available. However, can the same methodology translate into the realm of the transportation field? The answer is yes and understanding the process can help gain a perspective of how the small carriers, major carriers, and even the drivers in the marketplace are not only aware of the PLC, but are working to refine the service offerings to retain, stabilize, and grow in the challenging marketplace of today's business world.

Having a good understanding of the phases in the PLC can help drive the decisions in offering various services and/or pricing in most cases in the transportation industry. The first phase is introduction. In the first phase this is where the product and public meet one another. The price point of the introduction phase is one of two strategies. The firm may set the price high to recoup initial expenses or price the offering higher due to the hype and anticipation of the new item and/or service. However, many companies need to be aware of how the competition may price certain items to gain or retain customers. The first phase is the most critical stage in the Product Life Cycle.

So the new product and/or service is now available and consumers are either using the service or may not know about the service, or in some case do not like or want the services. The next two phases that play a vital role in the PLC are the Growth Phase, and Maturity Stage. The success of the service and/or product will inevitably lead to increasing competition and the demand for the offering will decline. The last stage is simply the Decline Stage where the product may be able to find new life if the company can develop new uses for the products (Suttle, 2012).

So how can a carrier develop new services and/or products to remain competitive in the marketplace today? Many carriers are tuning to technology and offering not only faster delivery of items, but increased visibility while the items are moving in the supply chain. With the changing of laws and more regulations on motor carriers today the Federal safety data shows there is an increase in many drivers leaving big companies and going into business as an independent contractor. "The number of active for-hire carriers counted in the Federal Motor Carrier Safety Administration's CSA database jumped from 155,240 in

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February 2011 to 166,810 in April 2012, the company says” (Patton, 2012). The 7.4 % increase has to reflect how the market and offering will change in the coming months for customers looking to move freight. The larger companies are going to be looking to expand, but with many drivers making a choice to be an independent contractor could result in higher costs to move products. The product life cycle of the “Freight Broker” will be on the raise as many of the carriers that are large will not be able to offer some of the competitive rates that may be offerings from the smaller companies that are booking the freight on behalf of the independent contractor / Driver.

The product life cycle is both a challenge and opportunity in the marketplace for motor carriers today. Many carriers have gone into and out of business in the past few years and the need to remain competitive are more important today than ever before. Just offering a client one service in a marketplace where most of the competition is offering several options is forcing many companies to review what the demand is and how can the solution be a desirable product over the competition. Listening to what and wants of the public will help drive the changes for the coming days, months, and years to come in the transportation marketplace. The global marketplace will also play a major role in the changes and the future of the trucking industry is strong and will survive, but will emerge with different offerings for clients to choose from when making the decision of how to deploy the goods and products into the marketplaces and is part of the product life cycle in the transportation arena.

References:

Patton, O. B. (2012). 5/22/2012 *CSA Data Suggests More Drivers Becoming Independents*.

http://www.truckinginfo.com/owner-operators/news-detail.asp?news_id=77028&news_category_id=158

Suttle, R. (2012). *Examples of Product Life Cycle Phases*.

<http://smallbusiness.chron.com/examples-product-life-cycle-phases-13722.html>

Sy, M., & Mascle, C. (2011). Product design analysis based on life cycle features. *Journal Of Engineering Design*, 22(6), 387-406.

New Support for Logistics Jobs

Delta Nu Alpha has become aware of a very helpful logistics employment support site for its members.

AldenLaw, a transportation law firm located in Columbus, Ohio, has set up what they call their “Wednesday Employment Blast”. Currently listed are over 100 management positions nationwide, and even more resumes. The AldenLaw site is tied in with Columbus State Community College’s “LogisticsArt” Program which has an extensive list of entry level resumes of people fresh out of the Logistics Art Retraining Program.

Please view the website at www.aldenlaw.net and click on “Industry Employment”. We suggest that you add your email address to receive future blasts and utilize this site for your open positions or resumes.

Delta Nu Alpha was assured that there is no cost involved for employers or employees and that the list is not shared in any way. This logistics site is simply AldenLaw’s support for our industry.

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Delta Nu Alpha Information

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Reminder on Member Contact Data -

Many of you have moved, changed jobs, changed email addresses, or maybe all three

- forward updated information to

admin@deltanualpha.org.