

# Delta Nu Alpha

# Alphian Connection



**EDUCATING TOMORROW'S TRANSPORTATION PROFESSIONALS TODAY**

**October 2009**

## Message From the President, Don Adams

Dear Members,

We are all hearing glimpses of good news lately, but many of us are not exactly "feeling it; ourselves. Business has indeed picked up some, the August truck tonnage numbers are up nicely, could a full rebound be just around the corner? No one knows for sure, but what I know is that now is the time to position yourself and your company for the recovery. How should you "position yourself"? Well, when the hiring begins, it will be slow for sure, so you need to be the most prepared, the most known, the most valuable to prospective employees. Stay on top of your industry, network and stay educated. What better reason for continuing your membership in Delta Nu Alpha. I personally know the value of DNA and have survived and prospered because of our great organization.

Some ask about the cost of membership or the cost of meetings. I ask, what is the cost of being last on the list of people to be hired? What is the cost of missing the networking opportunity that may get you in front of the right boss, or customer? What is the cost, or what is the value, everyone needs to decide for themselves. Me... I know what to do.

Don Adams  
President Delta Nu Alpha International

**Join us on LinkedIn and Facebook!  
Search for Delta Nu Alpha International.  
We will be posting Delta Nu Alpha news on  
both of these sites between newsletters.**

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## Delta Nu Alpha Fall Webinar Series

If you are interested in signing up for this webinar there is a form on page 10. This webinar is accredited by CCPAC <http://www.ccpac.com/index.asp>.

**Tuesday, November 3 - 4 pm CT George M. Beck , of Commodity Classification Standards Board presents *NMFTA: An Overview Of The Classification System*** (Please note that this webinar will **NOT** be recorded so it will not be available for purchase at a later date.) George M. Beck, Member, Commodity Classification Standards Board (CCSB), joined the NMFTA in July of 1971. His focus is on classification interpretations and NMFC education seminars along with classification developments. He has developed an extensive background in the National Motor Freight Classification through tariff compiling, research and analysis of transportation characteristic data, revision and development of bills of lading, participating in weighing and research activities, facilitating in carrier and shipper consultations, interpreting freight claims rules and has assisted in the development of Classification education and training. Prior to joining NMFTA, George was employed with a major communications company in warehousing and shipping operations.

## Final Call for Delta Nu Alpha International Board Nominees

Current slate of Officers and Board members for 2009-2010 are as follows:

President Don Adams  
Vice President Jim Hall  
Director Hank Seaton  
Director Herb Blair

Director Chris Burns (nominee)  
Director Sally Lubinski  
Director/JTM Editor Jerry Wilson  
Director/Foundation Jeff Wilmarth

This will be the slate of officers unless other nominations are received before the election on October 31 at the annual meeting.

## The Passing of a Delta Nu Alpha Legend, Grace Seifert

We are sad to inform you that our good friend and long time Delta Nu Alpha Lehigh Valley, Pa. Secretary and Past President Grace E Seifert has passed away after a short illness. Below is the story that will appear in *The Express-Times*.

Grace "Pete" Seifert, age 86, of Easton, PA died Wednesday in Easton Hospital. For 50 years, she worked in the transportation department for the Dixie Cup Company in Easton, PA. She was born October 20, 1922 in Easton, PA. She was honored as the first woman in traffic and was a member and the first woman president of both the Lehigh Valley Traffic Club and Chapter #54 Delta Nu Alpha. She was also secretary of the Quarter Century club of Delta Nu Alpha. She was a life member of Post #0641, American Legion Auxiliary, Easton and a member of the Axillary of Lester Pfeffer Post Home Association for 60 years. She was a 1941 graduate of Easton High School and was an avid bowler and reader. She enjoyed watching golf, basketball and bowling on T.V.



Funeral service, Monday, 11 a.m. at the Robert W. Snyder Funeral Home, 327 Easton Rd., Riegelsville, PA. Interment in the Durham Cemetery. Friends may call Monday at the funeral home after 10 a.m. Memorial contributions may be made to the Visual Impairment and Blindness Services of Northampton County, 260 E. Broad Street, Bethlehem, PA 18018 for research for glaucoma.

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## Upcoming Events

### Join us for the Transportation Education Conference

Make plans now to attend our annual Transportation Education Conference (TEC) October 30-31, 2009 at the Downtown Sheraton Hotel in Nashville TN. Registration fee is \$150 if paid by October 15. Student and retiree registration fee is \$125. (Student Ambassador Fee \$25) Registration fee paid at the door on the day of the conference is \$175.

The special TEC group room rate (double or king) is \$142 per night. For reservations contact Dana Campbell at 615-451-4555. Please tell Dana you are a Delta Nu Alpha member. For more information please see the form on page 11 of this newsletter.

#### Agenda

##### Friday, October 30

8:00 – 9:00 Owner Operator Model Under Attack – Henry Seaton  
8:30 – 10:00 The People Side of Trucking – Dan Baker  
9:00 – 10:00 New FMCSA Enforcement Environment – Rick Gobbell  
10:00 – 11:00 Owner Operator Model Under Attack – Henry Seaton  
10:30 – 12:00 The People Side of Trucking—Dan Baker  
11:00 – 12:00 New FMCSA Enforcement Environment – Rick Gobbell  
12:30 - 2:00 Lunch at the Hermitage  
2:30 - 4:00 Tour of the Metropolitan Transit Authority Training Center  
4:30 - 7:00 Networking Event and Reception

##### Saturday, October 31

Breakfast on your own  
9:00 - ? Delta Nu Alpha Annual Meeting/ Foundation Meeting

### Chicago Chapter

The Turkey Day meeting will be held on Wednesday, November 11. Our speaker will be Tom Degnan, International Logistics consultant discusses *Doing Business in China*.

### Derby Town Chapter (Louisville)

We will be having our first meeting on October 22nd at the Breckenridge Inn. Our guest speaker will be Mr. Jim Dinsmore, VP Pricing for Dayton Freight Lines, and he will be discussing "LTL Pricing Today".

### Western Michigan

Plaid Shirt Night  
Date: October 22  
Start time: Sponsors @ 5:30pm and General Admission @ 6:00pm. (tickets must be prepurchased before arrival)  
Address: Holland Fish and Game Club  
10840 Chicago Dr.  
Holland, MI 498423

## Nashville Chapter

### Train Ride Excursion-Fundraiser

**Date:** Saturday October 17, 2009

**Location:** Tennessee Central Roadway Museum, 220 Willow Street, Nashville, TN 37210-2159

**The:** *Boarding* starts at **7:30 AM** with departure at **8:00 AM sharp!** Arrival time in Nashville on the return trip will be approximately **6:00 PM.**

**Phone:** (615) 859-5070

**Cost:** \$70.00 per seat

**Program:** Come ride Tennessee Central Railway Museum's classic traditional American streamlined passenger train through the best fall foliage and scenery in Middle Tennessee! You'll travel through the Caney Fork River valley, see the bluffs at SeboWisha, ride up the 3+% grade onto the Cumberland Plateau and we will be stopping at DelMonaco Winery & Vineyards for a tour and wine tasting event. More information will follow in regards to the price for lunch and the tour. Look forward to seeing everyone and remember to invite your friends and family for a fun filled day with the Delta Nu Alpha Chapter # 135 group!

## Are Interested in Starting a Local Delta Nu Alpha Chapter?

### Attention Bay Area Members

We have many Delta Nu Alpha members across the county where local chapters are not formed. If you would like to take the initiative and form a local Delta Nu Alpha Chapter email [admin@deltanualpha.org](mailto:admin@deltanualpha.org) and we can help you.

There is currently a movement to start a Chapter in the California Bay Area. If you are interesting in joining or helping with the building of the Chapter, contact Robert Young at [robert.young11@att.net](mailto:robert.young11@att.net) for more information.

### Meeting Opportunities

Below is a list of the current presidents for the various chapters. If you are interested in attending a meeting in these areas you can contact the local president for more information.

Chicago Chapter 253 - Don Adams [dadams9021@comcast.net](mailto:dadams9021@comcast.net)

Louisville, KY Derbytown Chapter 112 - Lori A Kelsey [Lori.Kelsey@ky.gov](mailto:Lori.Kelsey@ky.gov) phone 502-266-6084

Nashville Volunteer Chapter 135 - Jim Hall [jim@nwsse.com](mailto:jim@nwsse.com)

Western Michigan Chapter 335 - Todd Olson [vp@vansdelivery.com](mailto:vp@vansdelivery.com) phone 616-365-3200

Milwaukee Chapter 317 - Kurt Koenig [kkoenig@quikx.com](mailto:kkoenig@quikx.com) phone 414-550-3602

Bowling Green Chapter - Marvin Claywell [mclaywell@midmark.com](mailto:mclaywell@midmark.com) phone 270-629-1131

Chapter 750 at Large - David Riggs [jasona0327@earthlink.net](mailto:jasona0327@earthlink.net)

## Delta Nu Alpha News You Can Use

### **August Freight Volumes Climb to Highest Level in Six Months**

August truck tonnage volumes reinforced signs of a recovering economy, reaching the highest level in six months and recording the best year-over-year performance since November, according to American Trucking Associations. (American Trucking Associations, Inc.)

### **DOT to Ban Texts, Limit In-Cab Devices**

WASHINGTON — The Obama administration will move to ban cell-phone texting by truck drivers and to restrict the use of other in-cab communications units, according to Transportation Secretary Ray LaHood. (American Trucking Associations, Inc.)

### **Oil prices climb on weaker dollar, stronger stock market**

**Benchmark crude for November delivery rose 47 cents to settle at \$70.88 a barrel on the New York Mercantile Exchange.**

By MARK WILLIAMS

The Associated Press 10/6/2009

Oil prices climbed Tuesday as the combination of a weaker dollar and stronger stock market outweighed concerns about weak demand and vast supplies of crude.

Benchmark crude for November delivery rose 47 cents to settle at \$70.88 a barrel on the New York Mercantile Exchange.

Meanwhile, the government said in its annual winter outlook Tuesday that lower fuel costs and an expected milder winter for much of the nation will cut average winter heating costs by 8 percent from last year to about \$960 this winter.

The dollar fell on Tuesday toward year lows against the euro and yen after Britain's Independent newspaper reported that Arab states, China, Russia, Japan and France were meeting secretly to end the dollar's role in pricing oil. Several countries denied such talks had taken place.

## Delta Nu Alpha Information

Laura Plizka - Delta Nu Alpha Administrator -265 N. Chicago Avenue #2 South Milwaukee WI 53172

Office Phone: 414-764-3063 Office Fax: 630-499-8505 admin@deltanualpha.org

**Chapter Officer Report** - Chapter Presidents, send your 2009 Chapter Officer Reports to the Delta Nu Alpha office.

**Reminder on Member Contact Data** - Many of you have moved, changed jobs, changed email addresses, or maybe all three - forward this information to the Delta Nu Alpha Office.

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# A History of Delta Nu Alpha

## The Terry Priest Quiz: Delta Nu Alpha's History by Jim Glover, Past International President

Although our responses to the September quiz were fewer than hoped for, there were two winners identified by our panel of judges, Dr. Ted Wallin, Joy Lane Cuellar and Dr. Pete Riola. Names will be announced in next month's edition. The answers to the questions in the quiz follow:

1. The two chapters early in our history from cities of the same name were Chapter 1, Wilmington, Delaware and Chapter 3, Wilmington, North Carolina.
2. Four members who held the national office of Director of Education were among the following five mentioned in our historical articles. Ted Wallin, Joy Lane Cuellar, Peter Riola, Terry Priest and Newton Graves.
3. The first national meeting was held on April 19, 1945 at the Sylvania Hotel in Philadelphia.
4. The universities central to our founding were University of Pennsylvania and Temple University, both in Philadelphia, Pa.
5. The first Chairman of the Delta Nu Alpha Foundation was Dr. Ted Wallin, who also had been Director of Education, Man of the Year, and sponsor of the Syracuse University student chapter.
6. The idea for Delta Nu Alpha came from Walter T. Pancoe, a student at Temple University.
7. Our annual meetings were strictly business meetings until the presidency of Maxwell T. Powell in 1960. Max concluded his presidency by including educational sessions at the annual meeting of his term in Dallas, Texas.
8. In October, 1947 Delta Nu Alpha sent a resolution to the Congress in opposition to H. R. 2857 which would have eliminated non-lawyer practitioners from practice before the Interstate Commerce Commission.
9. Dr. G. Lloyd Wilson who joined Walter T. Pancoe and Ted Volk in founding the fraternity wrote the objectives, designed the key and produced the first educational activity.
10. Phi Alpha Epsilon was the student transportation fraternity at Temple University in which Mr. Pancoe was a member and president.
11. Terry L. Priest and Newton Graves were each our director of education and also were president of A.S.T.&L.
12. The title national president was changed to international president with the charter in 1984 of our first Canadian chapter.
13. A careful reading of the first two objectives reveals that the emphasis was improvement of the knowledge of our members through self research and study as well as sharing of experiences within the profession.

**Continued on page 7**

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## Continued from page 6- The History of Delta Nu Alpha

14. The fourth and fifth objectives concentrate on advancement of the standing and recognition of the transportation management profession.

Delta Nu Alpha's accomplishments through its coming seventieth year have been impressive and reflect the creativity, intellect and dedication of the founders and subsequent leaders. We have good reason to be very proud!

As a footnote to this history, word this week of happy news regarding some of the achievements: in 1984 we chartered Can-Alpha Chapter 325 in Toronto, Ontario. Contact with that group has been lost for years, but now we've made contact with the today's descendent of Chapter 325 which is named Delta Nu Alpha Transportation Network. We gave hopes of a fine relationship!

## Delta Nu Alpha Foundation Update

The Delta Nu Alpha Foundation provided five scholarships for the 2009-2010 Academic year. The funding was provided by a wide assortment of benefactors, some of which have been supporting the Foundation for more than 10 years. Tom Bock has served on the Foundation as Scholarship Chair for several years and his contributions are priceless. Soliciting the college/university teaching corps for their support in student applications, collecting and distributing the applications to the scholarship committee and notifying the recipients, is a time consuming task. The upside is in knowing the Foundation has contributed to the betterment of our great industry.

The Foundation is made up of a number of seven Trustees, three of which have served as Past International Presidents of the Delta Nu Alpha Fraternity. This year the Foundation Annual Meeting will be held in conjunction with TEC, with the meeting scheduled for 11:00 am on Saturday, October 31 at the Sheraton Hotel in downtown Nashville, TN.

All current Trustees, with expiring terms, have acknowledged their intent to run for election and or appointment. Three Trustee positions are open this year, and if outside nominations are made and voting supports the nominations, we could have one or more new Trustees.

The Fraternity appoints one of the Trustees after elections are complete at the Fraternity. This person will take part in the election of the Foundation Chair, Vice Chair and Secretary Treasurer. It should be pointed out that all Trustees are responsible for fund raising and Trustee expenses are non-reimbursable. It has been an honor representing the Delta Nu Alpha Foundation for the past 5 years and my intentions are to run for an elected or appointed position and remain serving the Foundation.

**We are looking for new members! The more the merrier so if you know someone in the transportation industry let them know about Delta Nu Alpha. If would like us to contact them email [admin@deltanualpha.org](mailto:admin@deltanualpha.org) and we will contact them for you.**

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## Ask the Expert

Are you an expert in some aspect of the transportation industry? Are you willing to answer questions on NMFC numbers, how to write a contract, freight claims, shipping hazardous material, etc? Then we need you! We are looking for experts in the field to answer questions or send fellow member in the right direction to the answers. This is a membership benefit and information is given free of charge. If you are interested in being one of Delta Nu Alpha's experts, email us at [admin@deltanualpha.org](mailto:admin@deltanualpha.org) and let us know! We have three experts for you to refer to if needed.

**Richard T. Dawson** (Tom) is President and Founder of Freight Revenue Recovery of Miami, Inc. A computer whiz with a strong legal background, he is a pioneer and nationally recognized leader in one of America's most dynamic industries. His experience starts at Indiana University where he studied Law. Mr. Dawson got his first job with the Pennsylvania Railroad where he gained an extensive amount of knowledge and experience in the railroad industry. Later, Mr. Dawson joined R-C Motor Lines and thoroughly learned the motor carrier industry. He also had the opportunity to work with RCA Corporation as a J.I.T. inventory specialist where he gained extensive routing and logistics experience.

In 1977, Mr. Dawson opened Freight Revenue Recovery of Miami, Inc. through hard work and dedication, Mr. Dawson built the company into one of the most widely respected freight bill-auditing firms in the nation. A member of the International Internal Auditors Association, Mr. Dawson has presented hundreds of educational seminars throughout the transportation industry. He has worked with the American Management Association with his copyrighted seminar, "How to Audit and Manage Freight Costs", traveling to all major American Cities. Later his Class, "How to Audit Freight Bills," became a classic title in the portfolio of The American Institute in Coral Gables, Florida. This class also became the cornerstone for new trainees with Freight Revenue Recovery of Miami, Inc. You can contact Richard Dawson at: [AuditOne@freightrevenue.com](mailto:AuditOne@freightrevenue.com).

**Kurt Koenig** is an account manager with QuikX Transportation Inc. and is an expert in the area of Transportation between Canada and the United States - not including Customs clearance. Kurt has spent last 11 years in the area of cross border sales and worked with customers to produce the necessary paperwork to clear at the border. He will be able to explain how the paperwork trail between the carrier, broker and customs occurs. Kurt can also help you find Customs Brokers to represent them at both borders in clearing their goods. You can contact Kurt at [kkoenig@quikx.com](mailto:kkoenig@quikx.com) or 414-550-3602.

**Henry E. Seaton** is a graduate of Duke University (A.B. '70) and Vanderbilt School of Law (J.D. '73). He has practiced law for 30 years in the Washington D.C. area representing motor carriers of brokers. He is a member of the Vienna, VA based law firm of Seaton & Husk. The firm specializes in freight claims, freight charge collection, contracting issues, carrier representation before the FMCSA and bankruptcy issues.

Mr. Seaton writes a monthly column on transportation law for the Commercial Carrier Journal (CCJ) and is the author of Protecting Motor Carrier Interests in Contracts. He serves as commerce counsel for the National Association of Small Trucking Companies. He was the Delta Nu Alpha Transportation Professional of the Year in 2001 and is a frequent speaker and lecturer regarding cargo claims, freight charges, contracting and risk/insurance issues effecting carriers and brokers. Mr. Seaton can be reached at [HESeaton@aol.com](mailto:HESeaton@aol.com). For articles and other information, visit [www.transportationlaw.net](http://www.transportationlaw.net).

## Delta Nu Alpha International Board

### President - Don Adams

*Conway Truckload*  
(847) 287-2268  
dadams9021@comcast.net

### Vice President- Jim Hall

*Nationwide Marketing*  
(615) 360-6847  
jim@nwsse.com

### Director – Hank Seaton

*Seaton & Husk*  
(703) 573-0700  
heseaton@aol.com

### Director - Jeff Wilmarth

*Silver Arrow Express*  
(800) 397-4892  
silverarrow@comcast.net

### Director - Dr. Jerry Wilson

*Georgia Southern University*  
(912) 681-0257  
jwwilson@georgiasouthern.edu

### Director - Dave Collins

*Bright Idea*  
(217) 732-3312  
brightidea@ccaonline.com

### Director - Sally Lubinski

*Rite Hite*  
(414) 355-2600  
slubinski@ritehite.com

### Director - Herb Blair

*MCD Transportation*  
(615) 459-5343  
herb@mcdtrans.com



## Delta Nu Alpha Foundation Trustees

### Chair - Clifford Smith

(623) 414-1194  
cliffsmith49@gmail.com

### Vice Chair - Jeff Wilmarth

Liaison to the Fraternity  
President Silver Arrow Express  
901 22nd Street  
Rockford, IL 61108  
(815) 397-4892 Ext. 223  
silverarrow@insightbb.com

### Secretary - Treasurer - Gary Nichols

NAFTA Transportation Services  
3327 S Highland  
Joplin, MO 64804  
gnichols01@cableone.net

### Trustee - Tom Bock

Vice President - Sales  
Oil Purification Systems, Inc.  
4123 Apple Blossom Road  
Lutz, FL 33558  
bocko@mindspring.com

### Trustee - Bill Lavier

General Manager  
Retired/Tyme-It Transportation, Inc.  
130 Heady Avenue  
Louisville, KY 40297  
(800) 456-4090  
williamhlavier@tymeit.com

### Trustee - Jim Hall

Liaison from the Fraternity to the Foundation  
Nation Wide Marketing  
PO Box 2416  
Hendersonville, TN 37077  
(615) 822-2120  
jim@nwsse.com

### Trustee - Carol Hackett

Anna's Children's Boutique  
P. O. Box 596  
Nolensville, TN 37135-9493  
(615) 554-0142  
carolh24@msn.com

# Delta Nu Alpha Webinar Schedule



Don't miss this opportunity to participate in an informative and cost effective educational forum without leaving your office or home! **Webinar is accredited by CCPAC** <http://www.ccpac.com/index.asp>.

**Tuesday, November 3 - 4 pm CT George M. Beck , of Commodity Classification Standards Board presents *NMFTA: An Overview of The Classification System*** (Please note: this webinar will **NOT** be recorded so it will not be available for purchase at a later date.)

**Member cost is \$35.00 and non-member cost is \$50.00** for each webinar. Non-members can join Delta Nu Alpha before the webinars and pay the \$35.00 price, however, we have to have membership dues first. If you pay for all three webinars at one time, you will receive a \$25.00 discount.

## WEBINAR REGISTRATION

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Credit Card: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ American Express \_\_\_\_\_

Credit Card # \_\_\_\_\_ V - Code \_\_\_\_\_

Card Expires \_\_\_\_\_ Total Payment \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Card Holder's Billing Address \_\_\_\_\_

All registrations must be prepaid in U.S. dollars.

**Mail with check payable to:** Delta Nu Alpha, Attention: Laura, 265 North Chicago Avenue #2, South Milwaukee, WI 53172. **If paying with a credit card** fax (w/credit card info) to 630-499-8505. If you have any questions email [admin@deltanualpha.org](mailto:admin@deltanualpha.org). Sign-in information will be provided prior to the Webinar via email.

# Delta Nu Alpha

## Transportation Education Conference/Annual Meeting



### TEC 2009

Transportation Education Conference  
"Fuels for the Future"  
October 30-31, 2009

Sheraton Nashville Downtown Hotel  
623 Union Street  
Nashville, TN 37219

#### TEC 2009 Highlights

Delta Nu Alpha Transportation's annual Transportation Education Conference, is offering tremendous educational programs along with the opportunity to network and learn with hundreds of business owners as we share some of our time with the National Association of Small Trucking Companies (NASTC). TEC 2009 will feature an industry tour of the Metropolitan Transit Authority Training Center. Make your reservations now!

Registration fee is \$150 if paid by October 15. Student and retiree registration fee is \$125. (Student Ambassador Fee \$25) Registration fee paid at the door on the day of the conference is \$175.

Special accommodations or dietary needs? \_\_\_\_\_

#### CONFERENCE REGISTRATION

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Credit Card: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ American Express \_\_\_\_\_

Credit Card # \_\_\_\_\_ V - Code \_\_\_\_\_

Card Expires \_\_\_\_\_ Total Payment \_\_\_\_\_

Card Holders Name \_\_\_\_\_ Signature \_\_\_\_\_

Card Holders Billing Address \_\_\_\_\_

**Mail with check payable to:** Delta Nu Alpha, Attention Laura, 265 North Chicago Avenue #2, South Milwaukee, WI 53172. **If paying with a credit card** fax (w/credit card info) to 630-499-8505.

If you have any questions email [admin@deltanualpha.org](mailto:admin@deltanualpha.org).