

# Delta Nu Alpha



## Alphian Connection

EDUCATING TOMORROW'S TRANSPORTATION PROFESSIONALS TODAY

October/November 2011

### Message From the President, Sally Lubinski

If you are in the Transportation, Logistics or Supply Chain field, you know that having access to the latest industry information is crucial. We feel we provided some of that crucial information at our conference held in early October. It was a great conference enjoyed by all who attended.

We would like to thank everyone who made this possible, Rite Hite for the great Tour, our speakers and panel members for their keen insight on CSA, those who donated for registration bags and/or Auction items: 3M, Averitt Trucking, WIS Logistics, Conway Trucking, our chapters in KY, MI, TN, WI, IL for their generous donations to help defer some of the cost and all those who attended. Without all of this support we would not have been able to put on such an informative conference.

We also wanted to congratulate our award winners, David Riggs & Jim Glover who received the Maxwell Powell award and to Steve Rose who, at the conference, was awarded the Transportation Person of the Year award. All of these men have contributed so much to the success of Delta Nu Alpha and to help educate those in our field. We are privileged to honor them with these awards.

So where do we go from here? We continue to educate our members and provide them with the crucial information needed.

We welcome your comments if you attended the conference or where you would like to see next year's conference held.

Regards

Sally

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# Cross Border Trucking - Mexico

By Gary Nichols

These remarks are the commentary of the writer, and not the corporate position or opinion of the writers' employer.

In March of 2011, Presidents Obama (US) and Calderon (Mexico) came to a verbal agreement that the transportation terms of the 1994 North America Free Trade Agreement would be implemented and that tariffs imposed by Mexico as a result of non compliance by the United States, would be removed. The most current written agreement was signed on July 6th, 2011. The actual implementation required safety inspections of Mexican carriers applying for cross-border service and the first carrier, "Transportes Olympic" crossed on Oct 27, 2011 at Laredo, TX.

The original agreement provided for total cross-border trucking to be implemented in January 1999. This provision was to allow Mexican carriers full access to the contiguous 48 states for the movement of international trade. It would also allow US carriers similar access to all Mexican states. In simple terms Mexico trucks to move Mexico shipments to consignees in the US and return with international shipments to Mexico. US trucks could deliver US origin shipment to Mexico and return with shipments originating in Mexico. The Agreement has no provision for movement of domestic shipments, thus cabotage rules/laws of the respective countries would prevail. For example: A Mexican truck delivering in Chicago could not take a load to Dallas, enroute back to Mexico and/or a US truck delivering in Mexico City could not move a load to Monterrey, enroute back to the US. No exceptions!!

Carriers operating cross-border must be in full compliance with all state and federal laws, rules and regulations. For Mexican trucks, this means they must:

1. Comply with hours of service, weight restrictions, CSA reporting and compliance with emissions requirements in the various states and rules of FMCSA, EPA, Department of Transportation, Homeland Security and a host of other agencies. **Safety**
2. Filing of state and federal tax requirements related to employment taxes, fuel bonds, income taxes, etc. **Taxes**
3. Acquisition and maintenance of required insurance minimums, as defined by state and federal law. This includes civil liability law. **Insurance**
4. Compliance with Immigration filing requirements for drivers and other foreign nationals working in the US. **Immigration**

US carriers have similar responsibility for operating in Mexico. There are also similar provisions for Canadian carriers operating in Mexico, and Mexican carriers operating in Canada, however the forecast of implementation is minimal and has no appreciable impact on US.

Now the nuts of bolts of what "might happen".

Continued on page 3

1. Impact of Cabotage: Lack of access to domestic loads movements will radically accelerate the costs of empty miles. Limited movement to key cities such as Dallas, Houston, and Los Angeles, where known international business exists will minimize the empty mile impact, but lack of a sales and marketing infrastructure to find international business will create a significant hardship on carriers want to participate in cross-border activity.

2. Impact of cargo liability: Mexican cargo liability is limited by Mexican law and not tied to the NAFTA Agreement. The bizarre formula equates to about \$0.06/pound for goods moving on a Mexican Bill of Lading. Careful use of INCOTERMS can minimize this, however shippers not aware of the limited cargo liability may find a hard lesson in first time occurrence.

3. Impact of insurance and legal jurisdiction: shipments originating in Mexico, on a Mexican bill of lading are subject to litigation in Mexico. Mexican law, separate from NAFTA, mandates all insurance policies issued for coverage in Mexico, be issued by a licensed Mexican insurance company. US insurance policies have limited coverage for any incident in Mexico.

4. Impact of vehicle maintenance: US carriers have spent years, and considerable investment, in developing a nationwide infrastructure for fuel and vehicle maintenance from reliable vendors. Mexican carriers will have to prove financial viability to have access to this network, meaning many small companies wanting to enter the NAFTA market will be forced into a “cash only” environment. For US companies seeking coverage in Mexico, they will find most warranty services are only available in the largest cities, often hundreds of miles apart. There is only one oil company in Mexico – Pemex – and that equates to questionable access to the low sulfur content diesel mandated for the newer engines used by US carriers. Many of the Mexican carriers use older trucks that may have problems with low-sulfur diesel found at virtually all US truck stops. Add the probability for roadside service for tire replacement, it opens an entirely new can of worms as many of these vendors in Mexico operate on a “cash” basis. US vendors generally operate on “pre-approved” credit.

5. Impact on driver retention: The driver shortage in the US all but eliminates any chance of the US carriers wanting to send drivers (or trucks) into Mexico. Language, culture and significant difference in driving conditions, in Mexico, just amplifies the situation for US drivers and carriers, thus the very high probability US carriers will keep the status quo and not send drivers to Mexico. Mexican drivers will have to meet stringent US and State safety requirements, including acquisition of a work visa. The Mexican drivers will have to be able to read and speak basic English. That will have a wide spectrum of interpretations, ranging from the border inspectors to the small town law enforcement. The ability to read a road sign will be far different than trying to explain a logbook and hours of service to a roadside inspection station or local law enforcement in rural areas. Mexican drivers are paid less than US drivers, however their overall compensation in Mexico is considered very middle class. Mexican drivers operating in the US will encounter a new lifestyle, including exposure to drivers making far more money for basically the same work. It will be interesting to see how long it takes before Mexican drivers want similar compensation to their US counterparts.

All in all, the cross-border trucking privileges have been approved five times, counting the original NAFTA agreement. On the previous four attempts at implementation, the Federal Courts of the US have interceded, on behalf of a variety of special interests groups, and stopped the cross-border activity. We are now almost one week into the most recent implementation and a multitude of court actions are already pending.

**Continued on page 4**

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For US customers, cross-border trucking has considerable risks. First is cargo liability coverage. Second is possible “contributory negligence” for use of any broker assisting a Mexican carrier secure a southbound Mexican shipment wherein the broker has not done adequate due diligence in CSA compliance of that Mexican carrier. Bottom line: Mexican and US carriers will be held to the same standards and for many Mexican carriers, it will be an impossible task. Third, another legal issue, is the possibility of being involved in litigation in a Mexican court for use of a Mexican carrier.

Mexican carriers have operated in a “utopia” for many years, having quick access to the vast trailer pools of the US carriers working the Mexico/US market. Many of the US carriers utilize the services of hundreds of Mexican carriers to service their Mexican customer base. As a result of these partnerships, the Mexican carriers have very limited ownership of trailers, making entry to the US market very difficult. The first negative impact will be loss of partnership with the US carriers, as they become competitors instead of partners, and the subsequent loss of access to the trailers. Mexican carriers with strong financial footings will be able to buy trailers, but lead times in Mexico will be considerable and costs escalating with market demand.

There are a multitude of administrative infrastructure issues that will further cloud the process. Many of the larger, and more financially stable Mexican carriers, will be able to buy or build the necessary infrastructures to deal with the challenges. Smaller, and less viable Mexican carriers, will find the cross-border opportunities to be minimal.

My forecast: Limited use of the cross border provisions of NAFTA.

For more specific information, feel free to contact me directly.

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gnichols@usxpress.com | www.usxpress.com

## 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.

Bowling Green Chapter - Clint Laird [claird@topuraaf.com](mailto:claird@topuraaf.com) phone 270-792-4822

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

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

Milwaukee Chapter 317 - Steve Rose [srose@hubgroup.com](mailto:srose@hubgroup.com)

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

South Florida Chapter 53 - Jim Glover [Fortjimfl@aol.com](mailto:Fortjimfl@aol.com)

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

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# A History of Delta Nu Alpha

By James W. Glover, Past International President, 1985-'86

## Maxwell Powell Award Thrilled to Accept

### PART ONE OF TWO

I am delighted to accept the Maxwell Powell Award by Delta Nu Alpha this year. I'm just one of a few who can personally remember Max and his annual inspiration and safeguarding of our group at the annual meetings. I didn't even realize back then that Max was the pioneer to make the Transportation Education Conference instead of the business meeting the centerpiece of our Annual Meetings. Now we know from our history as written by Past President Jim Martin that the TEC concept began with Max Powell's annual meeting as Delta Nu Alpha's National President. This certainly makes this award more meaningful than when we first established it as an honor for our members. Accordingly, as I've said, I'm really most honored. There are still things I know about Delta Nu Alpha that I haven't yet written. And I believe that some of these things, particularly about our fine people, deserve a permanent home in our history! We have our current annual meeting in Milwaukee, original home of a Delta Nu Alpha leader without comparison!

### PART TWO OF TWO

#### **Joy Lane Cuellar**

I am disappointed that I cannot make it past my doc to come to the Annual Meeting in Milwaukee this year: I've been to an Annual Meeting in Milwaukee in a past year as Secretary-Treasurer of the fraternity in 1982, held under the able baton of one Joy Lane Cuellar, Co-General Chairman of the event. It is fitting as we gather in Milwaukee this year that we recognize what certainly has been Milwaukee's greatest contribution to Delta Nu Alpha, Joy Lane, of course! I sit here in my den and look at her Delta Nu Alpha resume' filled to overflowing with offices held and awards received since the anniversary of her membership in 1970. Joy held many offices in Greater Milwaukee Chapter 206 including Secretary, Education Chairman, Vice President and then President of the chapter in 1977. She kept it up past that point to be Regional Vice President of Midwest Region 7. Along the way, new chapters were chartered under her leadership. Then her employer, Siemens Energy moved her to Raleigh, North Carolina to be Traffic Manager and Chairman of the Corporate Traffic Council(USA.) Would this diminish Joy's contributions and dedication to Delta Nu Alpha? Surely not! n she went to terms as President of Tarheel Chapter 233, then Regional Vice President of Southern Region 6 winning awards as Outstanding Regional Vice President and Outstanding Region. Somehow, along the way, she found the energy and inspiration to serve two terms as Delta Nu Alpha's Director of Education. She was able then to invite me, as the fraternity's Chairman of the Board, to come to Wilmington, North Carolina to recharter Delta Nu Alpha's Chapter 3! Still not out of energy and inspiration, Joy was elected International Secretary-Treasurer of Delta Nu Alpha! If there were ever a Delta Nu Alpha Member of the Century Award, it would go to Joy Lane Cuellar! She's soon coming home, so Milwaukee, prepare to roll out the red carpet!

## TEC 2011 Memories



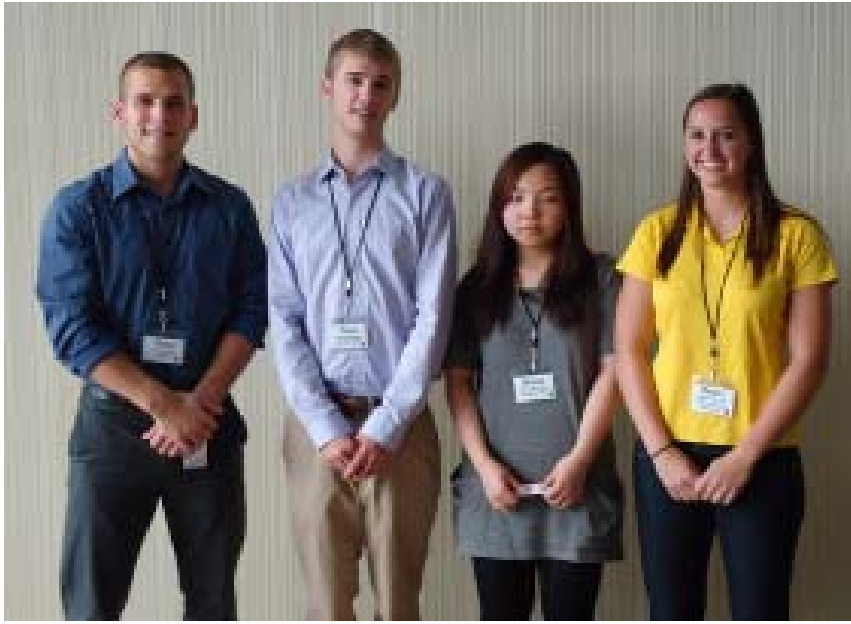
**Facility Tour at Rite-Hite**  
Walt Swietlik is the Director, Customer Relations and Sales Support, for Rite-Hite Corporation.



**DOT perspective on CSA**  
Kris Phillips, Hazardous Material Program Manager for the Federal Motor Carrier Safety Administration's Midwest Service Center.



**Keynote Speaker on CSA**  
Henry E. Seaton, member of Seaton & Husk law firm.



## Scholarship Winners

(left to right)  
Grant White  
Dave Hoffman  
Zheng Zhen Chen  
Megan E Wyffels



**Transportation Person of the Year**  
Steve Rose



**Maxwell Powell Award Winner**  
David L. Riggs

# Transportation Person of the Year

## Steve Rose

Steve Rose is currently the Regional Sales Manager for Hub Group, Inc.. In this role, Steve is responsible for all sales and activity in Wisconsin, Upper Peninsula of Michigan and Northern Illinois.

Prior to his career at Hub Group, he worked for ANR – Advance Freight Systems, where he started in operations and worked his way up to Terminal Manager and then into Corporate Sales. He first started his sales career in 1988, after working in Operations for the 10 previous years. Steve has over 30 years experience in Logistics and has received numerous Top Achiever awards throughout his sales career.

Steve currently presides as the President of The Logistics Council of Milwaukee, a non-profit association of Supply Chain professionals. He is also a member of CSCMP and numerous Transportation and Traffic clubs in Wisconsin.

On a personal note, Steve is married to his beautiful wife Janice and has four sons and four grandchildren. He is a proud veteran of the United States Marine Corp, serving for four years in the Corp. in various transportation duties. He is very active in his church and has been involved in many outreach programs. He is originally from Yakima, WA and currently resides in Milwaukee.

## Job Listings

### Transportation Dispatcher / Operations

COGISTICS Freight Solutions, a transportation agency based in Lakeland FL, has employment opportunities to support its growing business for a full time employee, with 2 - 5 years of experience and an associate degree.

Career Level - Experienced (Non-Manager)

Salary - \$14.00 - \$16.00 /hour

#### Ideal candidates will have the following key skills:

- Two or four year degree or at least 12 months comparable job experience/training dispatching.
- Knowledge/experience in transportation environment (shipping, receiving, inventory management, distribution or dispatch) preferred.
- Candidate must have excellent analytical skills and the ability to manage multiple projects with a sense of urgency.
- Must have the ability to deal effectively and tactfully with management, customers, suppliers and drivers.
- Exemplary customer service skills Experience with TMS (Transportation Management System) software a plus.
- Strong negotiation skills.
- Strong organizational skills.
- Excellent verbal and written communication skills.
- Proficiency with Microsoft Office preferred.
- Bilingual is a plus.

#### The right individual will demonstrate:

- A commitment to superior service and a desire to exceed expectations.
- Enthusiasm for challenges and new business.
- A track record of decisions.
- Ability to look at the big picture.
- A calm demeanor under pressure.

**TELL THEM YOU SAW THE  
POSTING IN THE DELTA NU  
ALPHA ALPHIAN!!**

Send resumes to [Tbock@kogistics.com](mailto:Tbock@kogistics.com) or apply through [Monster.com](https://www.monster.com)

## Job Listings

**POSITION:** Traffic Coordinator

**OVERVIEW:** To have the ability to manage, by entering and scheduling, the process of product coming into our facility and product going out to our customers.

**RESPONSIBILITIES:**

1. Must be able to schedule trucks to pick up product to be delivered to external and internal customers.
2. Must be able to prepare the proper paperwork to give to the driver when carrier comes to pick up the load (e.g. Bill of Lading, Packing Lists, etc.).
3. Process shipments after they have left our dock.
4. Must be able to compare what the bill of lading states to what we received and enter into inventory by using our computer system.
5. Any other duties as assigned by management.

**REQUIREMENTS:**

1. Ability to read, write, and communicate in English at a level to facilitate the understanding of the terminology of the job.
2. Ability to comprehend and follow written and/or verbal procedures or instructions.
3. Must have good mathematical skills.
4. Ability to communicate changes in a clear and concise manner to multiple parties
5. Must have exceptional organizational skills.
6. Ability to organize and plan ahead to maximize job efficiency.
7. Ability to pay extensive attention to detail.
8. Coordinate and schedule carriers (e.g. traffic, shipping, expediting) to make sure product gets to customer on time.
9. Schedule appointments for incoming carriers. Receive ingredients for production.
10. Strong working knowledge of computers including Microsoft Word & Excel, internet navigation, and the ability to learn other programs quickly.
11. Must have good customer service skills and the ability to communicate effectively with external and internal customers through all channels (face-to-face, phone, email, etc.).

**CONTACT:** Tom Casey, Warehouse Supervisor, Kerry Ingredients & Flavours, Americas Region, N168 W21455 Main St, Jackson, WI 53037, (C) 262-353-6955, (O) 262-677-5050 Ext 136

**MAJOR PURPOSE OF POSITION:** Assist less-than-truckload manager in all administrative tasks.

**JOB FUNCTIONS:**

1. Processing shipments through house operating system. Including, but not limited to: creating, maintaining, and invoicing each shipment.
2. Shipment processing, including, but not limited to: Route and dispatch shipments via phone and internet, create bills of lading and shipping labels, trace and track shipments daily, obtain and attach proof of deliveries.
3. Maintain and distribute various daily, weekly, and monthly reports.
4. Process and audit freight bills for less-than-truckload department.
5. Organize and maintain filing systems for shipments, insurance documents, and proof of deliveries.

**KNOWLEDGE REQUIREMENTS:** High School Diploma required. Good working knowledge of PC software and Excel. Detail oriented, and strong keyboarding skills required (30 WPM minimum).

**TYPE AND LENGTH OF EXPERIENCE:** Entry level. Data entry experience preferred. Must be able to function well in a fast-paced environment while prioritizing quickly and effectively.

**CONTACT:** Email or mailed resumes accepted only. Please send to Stacy Kageff at [skageff@wislogistics.com](mailto:skageff@wislogistics.com) or WIS Logistics, 5065 S Emmer Drive, New Berlin, WI 53151

**TELL THEM YOU SAW THE POSTING IN THE DELTA NU ALPHA ALPHIAN!!**

## Delta Nu Alpha International Board

### President - Sally Lubinski

*Rite Hite*

(414) 355-2600

slubinski@ritehite.com

### Vice President- Don Adams

*Conway Truckload*

(847) 287-2268

dadams9021@comcast.net

### Director - Jim Hall

*Nationwide Marketing*

(615) 338-0872

jim@nwsse.com

### Director - Christopher Burns

*christopher.burns@electrolux.com*

### Director – Hank Seaton

*Seaton & Husk*

(703) 573-0700

heseaton@aol.com

### Director - Dr. John Taylor

*Wayne State University*

*5201 Cass Avenue, Rm 315*

*Detroit, MI 48202*

*taylorjohn@wayne.edu*

### Director - Jeff Wilmarth

*Silver Arrow Express*

(800) 397-4892

silverarrow@comcast.net

## Delta Nu Alpha Information

Delta Nu Alpha Administrator - Laura

Phone: 414-764-3063

admin@deltanualpha.org

### 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.

## 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

Director of International Sales US Xpress

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

6901 Lenox Village Drive, Suite #101

Nashville, TN 37211

(615) 554-0142

carolh24@msn.com