

Delta Nu Alpha



Alphian Connection

EDUCATING TOMORROW'S TRANSPORTATION PROFESSIONALS TODAY

Fall 2016

Message From the President, Jim Hall

Seems just a few months ago we were closing a term and now here we are getting a new term started! I trust everyone had a good break and are ready to come back and make the 2016-2017 term a stellar term!! As has always been the case, the success of any organization is the intestinal fortitude of the people doing their jobs and making sure they are done correctly. We have a great group of Chapter President's and I look forward to working with each and every one of you for the remainder of my term as President.

Speaking of which, nominations will close on October 30, so submit your nominees to Laura - admin@deltanualpha.org for Officer and Board positions as National line officers. We will soon have our Board Conference call and if anyone has anything that they would like for the board to discuss or address, please send your request into both Laura and myself. Currently, we are working on a membership drive program and trying to appeal to the "younger" crowd. Us "old folks" are only going to be around for so long. We have to get some young folks in here to keep the traditions going.

Thanks to Laura for getting our website updated and going strong, check it out, www.deltanualpha.org. Nashville is also in the process of updating our website. Still a work in progress, but will advise when we get finished with the changes that are being made.

I would like to close with a "Thank You" to the Officers and Board of each chapter, but an even greater "Thank You" to you, the Member, without YOU - there would be no Delta Nu Alpha. Let's grow the membership even more this year.

Fraternally,
Jim Hall

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Chapter News

Bowling Green Chapter

We had our first scheduled Meeting on September 8, 2016. Our speaker was Mr. Troy Courtney, director of Inland Logistics and Marine. He is from the Institute of Western Community and Technical College in Paducah KY. Topic was how they are having success in online educational classes and seems to be seeing more students looking for careers in the transportation industry. In this meeting we also had discussion of what we are going to do to grow our membership chapter. We have started putting together a committee to look at different ways to get our name and information out by social media and other publications that are local in the area.

In the meeting coming up in October, we are having Hank Seaton to speak to us about "Preparing for wind, rain and the storms ahead in the truck transportation industry."

November we will be having a plant tour at Shiloh Industries, Bowling Green, KY. Will be seeing how they manufacture, warehouse and set up shipping for this facility.

We are currently firming up the rest of this term year and we will be having the Junk food and candy drive in December as we take the donations over to the kids at the Potter's Children's Home.

And we have the annual Golf outing in May to help raise funds for scholarships for the year.

Chapter at Large 750

Fellow members of Delta Nu Alpha Chapter 750 at Large, I would like to invite you to join a group on LinkedIn that is for just Delta Nu Alpha members and mainly for the Chapter at Large 750 members. This will allow the members to collaborate, share, and connect with fellow members of the Chapter at Large group. I have a list of members who I will be sending invitations to in the coming weeks and I would like to use the discussion boards to have open dialoged about topics related to our industry and how we can be of service to each other. Despite the space that separates each of us and not having local chapter meeting to attend this forum will allow us to exchange ideas and also perhaps ignite chapters in new locations. If you are interested in starting a chapter ? please reach out to me and I will get you the information on how to establish a local chapter in your community. If you are looking for ideas and/or want to see what other ?active? chapters are doing ? please visit the website for the Nashville, TN Chapter for some of the happenings the local chapters are doing to promote education in logistics and supply chain and how having a local chapter can help promote community.

Derby Town Chapter (Louisville, KY)

Nothing to report at this time.

Nashville Chapter

Nashville Chapter # 135 just started our term off with Mr. Larry Smith of Tour Guide Publications & Tour Link Conference as our guest speaker. Mr. Smith spoke of the challenges with logistics in the entertainment industry.

We are about to host our first "Fund Raising" effort of the new term with our Delta Nu Alpha Memorial Golf Tournament on September 22 at Country Hills Golf Club in Hendersonville, TN. We host two of these events per year in order to contribute funds to our Scholarship Fund. We currently have 32 paid teams and are looking for a couple of more. We have commitments from our Hospitality Tent vendors as well as having our items lined up a/o donated for our raffle. Always seems to be a great fund raiser for us, in spite of the large amount of work that it takes to pull this off.

For our October meeting, we have Senior Officer Jason Morris, Public Affairs Officer for the Kentucky State Police Commercial Enforcement Division coming to speak to our group. And though it may seem easy, it is somewhat of a challenge to get an "out of state" officer to cross the state line for a speaking engagement! We all look forward to Officer Morris being in attendance. Also in October, several of our board members have elected to visit the Bowling Green chapter meeting on October 13.

In November, Gregg Brown of Big G Express, Inc. is scheduled to come speak to us in regards to the "On Board Dash Cams" in commercial vehicles, specifically the Big G tractors. He will discuss the effect of these cams on driver safety and how these can be of great benefit to not only the driver but also the motoring public.

In the thought process of also being "Community Stewards" and giving back to the community, under the direction of board member Donovan Riggins, we will begin our search for families that we will provide Christmas for in our annual "Christmas for Kids" program. This program allows some deserving families within our community that otherwise would not have a Christmas to be recipients of gifts and food baskets in order for the Christmas Season not to pass them up.

We are also trying to do the same as the other chapters in developing a "Membership Drive" and steadily build the DNA Family of members.

Chapter Presidents

Bowling Green Chapter - Mike Rice mrice@dmwexpedite.com

Chapter 750 at Large - Christopher Burns ctburns72@gmail.com

Louisville, KY Derbytown Chapter 112 - Yai Malave yaimalave@gmail.com

Milwaukee Chapter 317 - Steve Rose srose@hubgroup.com

Nashville Volunteer Chapter 135 - Jim Hall jrhall8657@gmail.com

Sometimes it is Better to Just Start Over

By Henry E. Seaton

The FMCSA has been working on CSA 2010 / SMS methodology for over 13 years. Based upon the flawed SafeStat system – the recordation of every roadside inspection and traffic infraction counted against carriers, placed in peer groups and ranked by percentile or raw scores – SMS has become a monstrous database for collecting almost 6,000,000 enforcement infractions. To get sufficient data to even measure a portion of the motor carrier industry, the Agency had to add non-out-of-service violations to feed the methodology with data. Only 18% of the recorded violations involve out-of-service violations.

From the outset, the Agency's methodology has been systemically flawed because of (1) enforcement anomalies; (2) the inability to correlate infractions to actual individual safety performance; (3) the law of small numbers; (4) profiling; and (5) the inability to segregate out the 3 out of 4 crashes counted against a carrier which are not the carrier's fault.

As a result, Congress has sent the Agency back to the drawing board, requiring a study of SMS methodology and a corrective action plan before the data and scoring can be republished. It also directed the Agency not to proceed with the Safety Fitness Determination until the effect of any rule on all segments of the industry was first considered.

Clearly, the Agency jumped the gun and defied the directives in the FAST Act by initiating a Safety Fitness Rulemaking utilizing SMS data in a proposal to revise Section 385 for the first time in 30 years.

Without addressing the methodology's systemic flaws or offering statistical support for its premise that roadside data alone can identify unfit carriers, the Agency has pulled back on the number of carriers it contends roadside inspections can accurately measure and has abandoned any idea of assigning safety ratings to all 500,000 operators. Instead, a singular finding of "unfit" using SMS methodology would be assigned to a select number of carriers who exceeded fixed raw number scores in 2 BASICS. Those raw number scores, in turn, correspond to percentile rankings in the 90s set for each peer group.

Based on use of roadside data alone and current carrier data published by the FMCSA, only 17 carriers would be declared unfit in February and only 1 additional carrier would join the unfit group in March.

Hundreds of millions of dollars have been spent on refining SMS methodology and this is the result! Less than three dozen carriers identified as unfit per year with over 500,000 other carriers left unrated and unaudited!

The purpose of SMS methodology was to allow the Agency to do its job better. Its job is to verify carriers as safe to operate and hence safe to use. Using roadside inspections alone can never meet that goal. Notwithstanding the MCSAP program, the number of roadside inspections keeps falling yearly as the Agency profiles small carriers for more and more inspections to gain enough data to meet data sufficiency requirements. As a result, small carriers are profiled and stopped at scales at a significantly higher rate than fleets. In touting SMS methodology as an indicator of safety intended for public use, the

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Agency has attempted to abdicate its responsibility as the sole arbiter of safety which in turn undercuts the public's ability to rely upon the Agency's ultimate safety fitness determination.

When the effect on free market competition and the enhanced tort liability aspects of publishing SMS methodology is factored in, it is shameful to think we have designed such an expensive system to award a few dozen unfit findings to half a million carriers while being tone deaf to the needs of the shipping and traveling public for a simple uniform "red light green light" certification by the FMCSA that a carrier is safe to operate without fear of negligent selection liability.

An Alternative Safety Fitness Proposal

Clearly, roadside inspections will never accurately measure the vast majority of small carriers. A full blown compliance review leading to an unsatisfactory finding is detailed and cumbersome. Yet consistent with the Agency's original goal of "progressive intervention" the Agency can and should design an electronic or desktop audit procedure patterned after the new carrier audit which would maximize the use of the auditor's time by requesting production of documents to verify each carrier's continuing compliance.

On 48 hours notice, a registrant could be required to provide such focused information as the auditor deemed pertinent after examining the carrier's MCS-150 and roadside performance. Such information could include individual DQ files, logs and backup documents for specified drivers, equipment maintenance records for specific drivers, drug and alcohol testing reports, etc.

This proposed system would quickly accomplish the task the Agency has been unable to solve - actually identifying which carriers should be prioritized for a compliance review, leading to unsatisfactory findings.

Based upon the nature and the scope of carrier operations, roadside inspections can never accurately or fairly represent carrier safety compliance. The simplified audit procedure suggested as an alternative can be done as part of the carrier's biannual report for a filing fee of \$350.

With an industry in which 95% of the registrants are too small to measure with statistical accuracy based on roadside inspections, the Agency's own rulemaking compels the obvious conclusion. Over 10 years in the making, SMS methodology cannot effectively measure a carrier's safety performance and some continued form of an audit procedure as a form of progressive intervention is best suited to monitoring the safety performance of the industry and assuring safe operations.

It is time for the Agency to start all over again.

Position available at Kroger Logistics at 2620 Elm Hill Pike in Nashville 37214

Transportation Logistics Technician: Knowledge of transportation and leading a team is essential. It's a great opportunity to get involved with an engaging logistics team. Career opportunities are available. Apply at: jobs.kroger.com.



Delta Nu Alpha Member Jerry Wilson has Passed Away

Dr. Jerry Watt Wilson, 66, of Savannah, Georgia and husband of Myron Kleiner Wilson, died March 18, 2016. Born in Pine Bluff, Arkansas, he was a United States Army veteran. Dr. Wilson received his Bachelor of Science (1972) and Master of Business Administration (1973) degrees from Arkansas State University, where he was also a member of Phi Kappa Phi honor society. He earned his Doctor of Business Administration from Memphis State University in 1989, where he was elected to Beta Gamma Sigma Chapter in 1987 and awarded membership into the Alpha Mu Alpha National Marketing

Honorary in recognition of outstanding scholastic achievement in marketing.

He began his career teaching at both Arkansas State and Memphis State while completing his education. Dr. Wilson joined the faculty of Georgia Southern University in the fall of 1988 and was promoted to Professor of Marketing in the fall of 1999. During his tenure, Dr. Wilson cofounded the nationally ranked Logistics and Intermodal Transportation undergraduate department at Georgia Southern. In 2000, he was awarded the Maxwell Powell Memorial award for his exemplary accomplishments and in recognition and appreciation of his outstanding contributions to the advancements of transportation education. In October 2001, the Jerry W. Wilson Scholarship for Logistics and Intermodal Transportation was established in his honor for his dedication to his profession, his unmatched devotion to both the university and the students, and for being an inspiring teacher, leader and mentor. Additionally, he served as chair/acting chair/interim director for numerous departments over the course of his last six years with Georgia Southern.

During 2012-2013, he served as Interim Associate Dean of The College of Business Administration. His most recent publications have appeared in the Transportation Journal and The International Journal of Case Studies. Dr. Wilson was Editor Emeritus of the Journal of Transportation Management and a member of the Board of Examiners for the American Society of Transportation and Logistics professional certification program (CTL, Certified in Transportation of Logistics). He received the 20th annual Operation Stimulus Outstanding Educator of the Year award from the Colorado Transportation Community. For his many contributions to several departments, the college, the university, and the profession during his 27 year career at Georgia Southern, Dr. Wilson earned the title of Professor Emeritus of Marketing at the time of his retirement in December 2015.

Dr. Wilson enjoyed Mustangs, motorcycles, dirt bikes, shooting guns, and was an avid golfer. Most important to him was his family. He enjoyed spending time with his family, especially his grandchildren the babies. He and Myron loved traveling together often taking long road trips, exploring the countryside, and tasting new wine and beers.

Remembrances: Hospice Savannah - Post Office Box #13190, Savannah, Georgia 31416-0190 or the American Cancer Society - Suite 206, 6600 Abercorn Street, Savannah, Georgia 31405.

Delta Nu Alpha Offers Five Online Continuing Education Webinars

Consistent with its goal of promoting education in transportation and logistics for its members and other transportation professionals, Delta Nu Alpha is happy to announce the availability of five new online webinars. These webinars were recorded in the Spring of 2014 as part of a Supply Chain Knowledge Management course at the University of Alaska Anchorage in their Master of Science in Global Supply Chain Management program. Each webinar has been approved for Continuing Education credit by the CCPAC (Certified Claims Professional Accreditation Council).

Topics Covered

- General Principles of Federal Transportation Law and Bill of Lading Terms and Conditions.
- Motor Carrier Service Terms and Conditions affecting freight charge collection, freight claims, accessorial charges and more.
- Contracting for Interstate Truck Service - Typical issues to be addressed in shipper/carrier contracts / a discussion of 13 provisions in typical shipper contracts which affect the risk analysis of carriers and brokers.
- Cargo Claim Mitigation, Adjustment and Resolution - A practical analysis of the Carmack Amendment and Handling of motor carrier claims.
- Liability Runs Up The Supply Chain - Who is responsible for certifying motor carriers as fit for use? A critical analysis of SMS methodology.

Delta Nu Alpha's Target Audience

These webinars are made available to Delta Nu Alpha members and the general public for \$40 per course. Registrants seeking continuing education credit from CCPAC or MCIEF should so indicate at time of registration and complete the self-reporting certification provided upon confirmation of payment.

These and future webinars are being offered to fill a felt need for practical education in transportation and logistics. All revenues less expenses will be used to support Delta Nu Alpha's continuing education programs including student scholarships.

The presenter of each webinar is Henry E. Seaton, Esq. who serves as Delta Nu Alpha's International Vice President, a noted author and lecturer on transportation legal issues. More information on Mr. Seaton may be found at www.transportationlaw.net.

How to Obtain a Webinar

You will be able to access the webinars from the Delta Nu Alpha homepage here: www.deltanualpha.org.

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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