



TRUCKER

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ISSUE 4

Focus



HIRING QUALITY
DRIVERS

DRIVER HIRING, RETENTION, AND PROFITABILITY

Although every trucking company is unique, there are common challenges that many in the industry face, including operating costs, regulations, delays, and the driver shortage.

One of the most frequent challenges we discuss is the driver shortage, especially when freight demand is high and qualified drivers are simply not coming through the door as needed.

Drivers care about quality home time, pay and benefits, geographic area traveled, type of equipment used, and freight hauled, which all weigh into job satisfaction. But often, it is the little things that can matter most to a driver, such as having driver-friendly customers, an informed and capable dispatcher, and even an effective preventative maintenance program. One positive example is a dispatcher who keeps a spreadsheet with each driver's important dates, including their immediate family's birthdays,

anniversary dates, and their kids' important activity dates—and makes every effort to ensure the driver can get home to celebrate those events.

Of course, for business owners, cost is a factor in decision-making. It is estimated that finding and recruiting a qualified driver can average \$5,000. That's a lot of money for any operation, so it is important to make sure new hires start off on the right foot and want to stay with your company.

Hiring a driver does not simply mean filling a seat for a short period of time; rather, it means bringing on a team member and working toward their success. A driver who finds success in your company will often bring that success and profitability back to your company. Doing the right thing for drivers provides the largest return on investment.

So, the question is, regardless of your type of trucking operation, what does doing the right thing mean within your company's operation? What opportunities exist to set your company further apart by making a difference to your



drivers? Sometimes an enhanced driver orientation and training program, perhaps with a mentor ride-along experience, can make a big difference in preparing your new driver to be comfortable and successful in the role.

Regardless of the challenges faced, being proactive and deciding where your fleet is going is more effective than being reactive and finding yourself disappointed in your company's results.

For further reading, check out the Carrier Compliance Questionnaire (CCQ) within Acuity's Motor Carrier Toolbox (www.acuity.com/mctb), which helps to ensure safe and efficient operations every day on every trip, beginning with effective policies, procedures, and training. This trucking industry questionnaire is designed to help you evaluate your current processes and identify areas where you can improve.



Motor Carrier TOOLBOX

Acuity's Motor Carrier Toolbox serves as a one-stop shop for resources that help trucking businesses become more compliant and run more efficiently. It includes a wealth of information and provides access to tools, programs, and policies designed to help motor carriers comply with CSA and other FMCSA/DOT regulations.

Recently added resources include:

- *DataQs Fact Sheet – FMCSA*
- *DataQs Process*
- *DataQs Users Guide and Best Practices*
- *Guidelines for Alcohol and Drug Regulations*
- *Light-Duty Work for Truck Drivers*

We have also added Spanish language versions of several resources. And remember, all Motor Carrier Toolbox resources are now available without a sign-in. Anyone can access this helpful information at www.acuity.com/mctb.

ACUITY'S TRUCK DRIVER APPRECIATION WEEK CONTEST RECAP

This past September 11-17, the nation celebrated National Truck Driver Appreciation Week to honor the 3.6 million men and women in the trucking industry who keep America moving by safely delivering our goods.

In celebration, Acuity held its 5th annual Truck Driver Appreciation Week Essay Contest, which recognized truck drivers and others in the industry who have gone above and beyond in demonstrating their heroic character.

Here are some of the people and businesses recognized in the winning essays. Learn more at www.acuity.com/contest.

Brian Demblinski – A driver who delivers medical supplies to hospitals, overcoming challenges on the road to get people the supplies they need.

Steven Burke – An award-winning diesel technician who helps truck drivers get back on the road as quickly as possible.

Lum Hughston – A trucking company owner who spreads the joy of trucking by bringing his rig to schools, fundraisers for nonprofits, and other community events to spread awareness to children about truck driving as a career.

Shawn Miller – A military veteran turned truck driver who overcame a devastating work-place injury to transition to a Safety & Training Administrator, helping improve conditions for fellow truck drivers.

Keith Bauer – A long-time truck driver who started a family trucking company that gives back to the community by raising money for employees and community members affected by cancer.

Vern & Mary Pulvermacher – They started a trucking company 34 years ago and have won countless fleet safety awards. They focus on treating their drivers with respect and still find time to be involved with local charitable organizations.

Mike Willoughby – A truck driver of over 32 years who goes out of his way to keep the roads safe for others.

Acuity also donated a total of \$4,000 to three trucking charities chosen by those who submitted essays.

St. Christopher Truckers Relief Fund
Truckers Against Trafficking
Women in Trucking Foundation

From Acuity Insurance, thank you to all truck drivers and trucking industry workers!



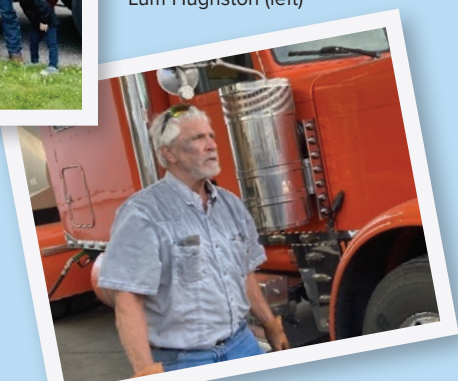
Vern & Mary Pulvermacher (above)
Lum Hughston (left)



Brian Demblinski (left)
Steven Burke (above)



Shawn Miller (left)
Mike Willoughby (right)



WIN \$100!

FIND THE FLAGPOLE TO BE ENTERED!



Acuity is proud to hoist a 70- by 140-foot American flag on a 400-foot flagpole at our headquarters in Sheboygan, WI. Visit www.acuity.com/flag to learn more.

To enter, find the flagpole hidden in this issue and send an email with the location to flagcontest@acuity.com. We'll randomly choose a winner from the correct entries received by January 31, 2023.



WINNER

of last issue's contest was:

Kerry Longtine

Jeff's Construction Services LLC
Shelby Township, MI

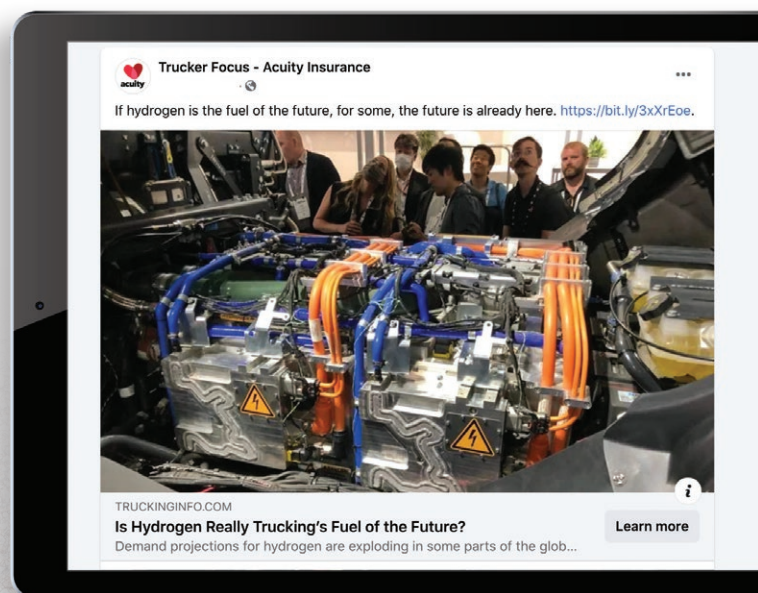
This contest is not open to employees of Acuity or their immediate family members. For a complete list of rules, visit www.acuity.com/flagcontestrules.

JOIN THE CONVERSATION

 facebook.com/acuitytrucking

Many projections have been made about the future fuel of trucking, including the growing use of electric vehicles. But will hydrogen actually be the fuel of the future?

Check out this topic and more at facebook.com/acuitytrucking.



ASK THE CONSULTANT

Cliff Johnson
is Acuity's Trucking
Consultant. Have a
question for Cliff?
Reach him at
cliff@acuity.com.



Ask Cliff

“Why is cyber a risk for a trucking business?”

With all the issues affecting the industry, truckers and business owners have a lot on their minds. Running a business is difficult, so when I meet with motor carriers, I often help them review their operations to find ways to minimize risk and improve profitability. One item that is often overlooked by trucking companies is cybersecurity.

Trucking and logistics companies are targeted for cybercrime due to their important role in the supply chain and their increasing reliance on technology. Technology exists throughout trucks, from systems that fine-tune engine performance to digital control systems for trailer refrigeration and everything in between. Many other items found on a truck and trailer are becoming app enabled for maintenance, security, and other related reasons. Motor carriers also need to be concerned with hacking of their back-office technology.

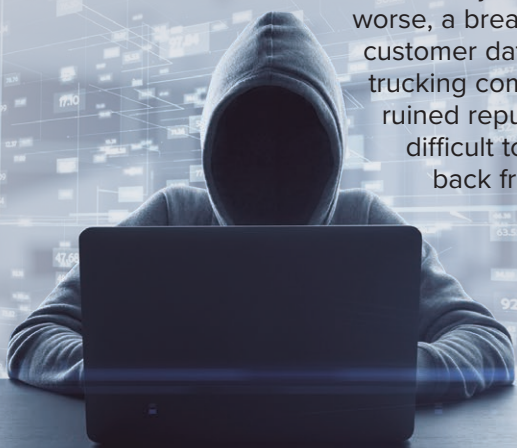
Cybercrime can take the form of identity theft, data breaches of customer or employee information, stealing financial or bank information, ransomware, and many other methods of attack.

Defending against cybercrime is important because a single breach has the power to stop your operation in its tracks. At Acuity, we have seen customers' entire communication networks shut down from ransomware attacks, leaving their trucks out of commission for days or weeks. Even worse, a breach of sensitive customer data can leave a trucking company with a ruined reputation that is difficult to bounce back from.

So, what can you do to protect your operation against cybercrime?

- 1** *Identify exposure areas. Targets for cybercrime could include employee email systems, apps, back-office technology, and other areas where digital information is stored. Develop a plan to address each area.*
- 2** *Use antivirus and malware programs to protect your network against internal and external threats.*
- 3** *Keep your software and operating systems updated. Older systems can allow loopholes for cybercriminals to exploit.*
- 4** *Protect your passwords. Create strong passwords and update them regularly to help avoid login breaches.*
- 5** *Implement email best practices by teaching employees to recognize phishing email scams and avoid clicking on untrustworthy links.*
- 6** *Purchase a comprehensive insurance policy. Acuity offers Cyber Suite, which includes cyber liability, data breach, and identity theft coverages, to protect you in the event of an attack.*
- 7** *Talk about the issue. Make sure drivers, dispatchers, mechanics, and others in your organization know the threats posed by cybercrime and how they can help prevent it.*

Preventing cybercrime is a tall order—attackers only need to succeed once to infiltrate your operation, whereas defenders need to succeed every time. Protecting your operation against cybercrime will make a difference for your business and your customers. As we know, in trucking, reputation is everything.



BEST OF THE BLOG



TOP TEN TIPS FOR AVOIDING BACKING FENDER BENDERS

Unfortunately, most fender benders to CMVs occur while at shipping docks, truck stops, and similar locations—and a significant percentage occur while a driver is backing up or by being backed into.

Due to greater congestion, larger CMVs, and many newer drivers, CMV drivers must exercise more diligence in safeguarding their equipment and driving record than in the past. It only takes looking at the overflowing truck stops, rest areas, and on-ramps to realize drivers must be more on guard than ever.

The cost of these crashes not only affects a motor carrier's ability to remain competitive with other transportation companies, but it also impacts insurance. When these minor crashes are reported on a motor carrier's CSA scores and a driver's MVR, insurance company underwriters want to know what is happening and how it is being managed to prevent reoccurrence.

Here are 10 tips to help your company address these hazards.

- 1** Does dispatch or a driver manager help plan routes and share this information with the driver? If so, identify safe parking locations in advance.
- 2** In addition to using experience, some drivers use apps and other tools to identify safe parking locations. Choose the one that best suits your needs and geographical location.
- 3** Use rest areas designed to allow trucks to pull through a parking spot instead of backing.
- 4** Some truckers are choosing weigh stations to park their trucks as they are often well lit with pull-through spots. Several states are encouraging truck drivers to use these facilities at night to help with the truck parking shortage.
- 5** Attempt to find parking spots that are in a straight line. This allows you to pull through to your spot. If you do have to back up, try to do it from the driver's side rather than the blind side.
- 6** Use GOAL: Get Out and Look. Drivers sometimes take unnecessary risk by continuing to back up even though they are unsure of where their trailer is and how it is swinging in relation to other parked equipment.
- 7** Use your four-ways when pulling through a lot and backing up. Drivers in parking lots can often be tired or distracted. Four-way indicator lights activate peripheral vision and increase the likelihood you will be seen. If needed, sound your horn to alert other drivers.
- 8** Avoid parking spots where truck traffic is crossing directly in front of you or to your side. These spots increase your exposure to damage from trailers not being swung wide enough to make the corner.
- 9** Drivers can respectfully provide feedback to truck stops and their employer on any parking safety issues they find. As a professional driver, you have the right to expect safe and acceptable parking facilities.
- 10** Always keep your dashcam on. Most CMV-related crashes on roadways are caused by passenger vehicles, so it is important to have this evidence to defend yourself. In parking lots, dashcams can capture how damage occurred when you're out of the truck, allowing you to seek compensation for repairs.

TEAR ALONG THE PERFORATION LINE



Acuity Knows Trucking!

Check out our dedicated trucking-focused online channels!



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acuity.com/trucking



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facebook.com/acuitytrucking



Blog
acuity.com/trucker-focus



YouTube
youtube.com/acuityinsurance
(Trucker Focus playlist)



LinkedIn
linkedin.com/company/acuity-insurance



Twitter
twitter.com/acuityinsurance

TRUCKING QUESTIONS?

Acuity's on-site trucking consultant provides over 30 years of industry experience to your business.



Email

trucking.news@acuity.com



Phone

800.242.7666, extension 1740





TRUCK DRIVER'S WINTER SURVIVAL KIT

TRUCKER TALK AHEAD ↗

Use this checklist to make sure you are prepared for the hazards of winter driving and will be able to stay warm, safe, and healthy if you are forced to spend an extended period of time in your truck. Inspect your chains for defects at the beginning of each winter season and after each use.

WINTER SURVIVAL KIT

- Warm socks, hat, & waterproof gloves
- Sleeping bag or blankets
- Non-perishable foods such as dried fruit, nuts, granola
- Extra medication (Check expiration dates)
- Bottled water
- Shovel (foldable)
- Flashlights & batteries
- First aid kit
- Multi-purpose tool
- Jumper cables
- Extra fuses
- Chains
- Spare bulbs for the marker lights or headlights
- Windshield de-icer & scraper
- Emergency flares
- Charged cell phone with emergency contact numbers
- Small section of tarp or similar material to lay on when installing chains
- Tool Kit:
 - Screwdrivers (flat blade & Phillips)
 - Pliers
 - Box knife
 - Selection of wrenches
 - Duct tape





focused on truckers

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