

# The TRANSLOGISTICS EDGE



## Do You Have the TIME to be PROACTIVE?

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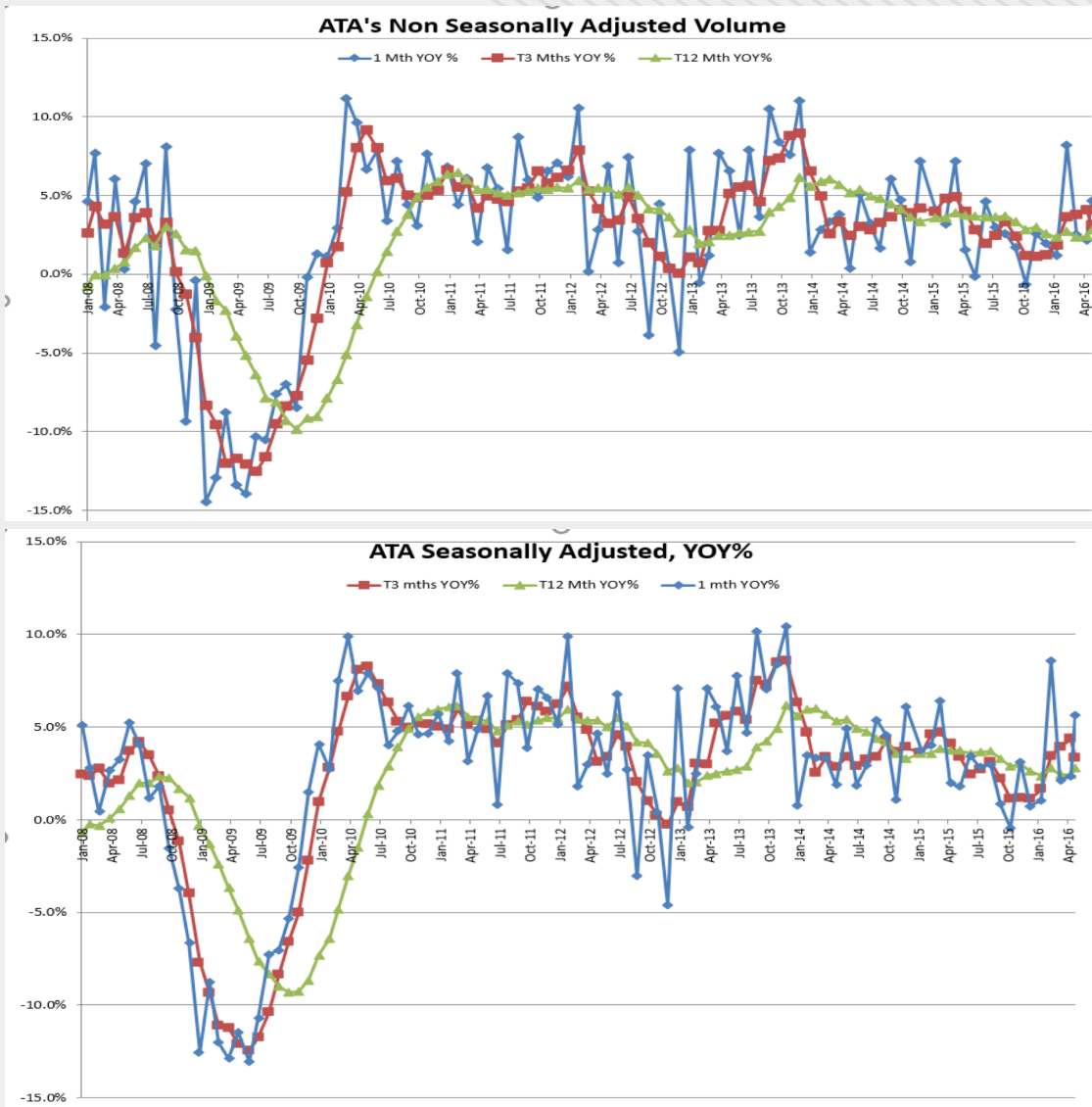
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As a Logistics Solution Provider, one of our jobs at Translogistics is to detect, analyze, and act upon logistics changes affecting our clients' businesses.

Here is an example of how a client, shipping Class 55 plastic film/sheeting, relied upon Translogistics:

Three times per year, the National Motor Freight Traffic Association makes changes to the NMFTA classification guide which is as thick as a New York City phonebook. One of these changes could have easily caught our client off-guard.

# JUNE '16 ATA TONNAGE



The Seasonally Adjusted Truck Tonnage increased 2.7% compared to April, and increased 5.7% compared to May 2015. The Non-Seasonally Adjusted Tonnage increased 2.4% compared to April, and increased 4.7% compared to May 2015.

Both charts: Although tonnage hauled is higher than the previous month and year, the rate of change has been steadily decreasing but still in positive territory. The “softness” in tonnage shipped continues.

There is softness in tonnage due to the continuing slowness in manufacturing. Many people are turning to the Federal Reserve to get us out of this economic doldrum. Unfortunately, the slowness in our economy is not a policy

issue, it is a structural issue. Until the structure changes (overburdened regulations, increasing taxes, government spending at all levels beyond the ability to pay it back, etc.), we will stay the way we’ve been moving since 2008.

Having said that, it appears the rest of 2016 and most of 2017 will be a time where capacity will not be an issue other than possible spikes due to weather related issues.

What should we do?

The message is still the same as it’s been. It is not a time to “hold the carriers’ heads under water” for ridiculous low rates. This is short term thinking and will come back to hurt your bottom line in the long run. However, if you haven’t already, you do need to take this time to assess your transportation program, evaluate your carriers, and continue to build strong relationships. Work with the carriers for fair rates given the state of current affairs, but know a serious capacity issue will be coming and those that live off of spot rates rather than contracted rates will pay a very high price.

Click [here](#) to read a more detailed summary of leading indicators.

Scott McDevitt, President of Translogistics



# Translogistics, Inc. is **GETTIN' FIT!**



Translogistics had its 2nd Annual Health Contest completed this May. Employees chose teams of 3 and were given water bottles, custom t-shirts, and a customized Health Tracker to keep points and accountability during the contest.

This year's winning team was Truckin' Along, which included Kati Garman, Donna Beard, and Bob Frye. Along with a cash prize, the team was awarded fun trophies and bragging rights for the year.

"Bob did so well, he really motivated me to do better," said teammate Donna.

Translogistics also awarded the employee who lost the most weight during the 8 week contest. That winner was Bob Frye, who lost an impressive 26 pounds!

Bob was asked a few questions about his approach to his successful weight loss.

**What motivated you to join the contest?** I knew that I needed to do something, but just didn't have the motivation to start. When the contest came up, I figured it was a good boost to get me going.

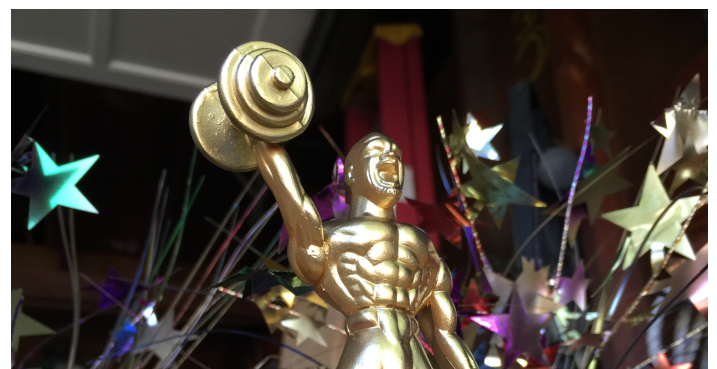
**What did your typical day look like?** Lots of flights of steps! I bought a Fitbit which really helps to push you more. I would walk around the neighborhood every night when nice out or on the treadmill. I also did a pre-programmed high intensity aerobic workout 7 days a week. My weekends were actually better as I would walk around my campground. There are a few steep hills and the Fitbit would record the equivalent of 32 flights of steps.

**Did you change any eating habits?** Definitely! Before the contest I usually had one big meal a day and it was normally not that healthy. I started having three meals consisting of mostly healthy foods.

**What was your biggest challenge during the contest?** Can't lie, cutting back on my beer was the biggest challenge. It did help me realize that I was taking in a lot of empty calories.

**Any advice for anyone trying to lose weight?** Keep records of everything. I think that helped me the most when I could look at my daily progress.

*Pictured below: Kati G. (L), Bob F. center and Donna B. (R)*



## TRANSLOGISTICS, INC. SPONSORS TRUCKERS AGAINST TRAFFICKING

Translogistics is happy to announce its sponsorship to Truckers Against Trafficking, a 501c3 organization that is dedicated to educate, equip, empower, and mobilize members of the trucking and travel plaza industry to combat domestic sex trafficking.

Aside from simply donating funds, Translogistics' employees intend to make a difference by offering training to anyone who is involved with the trucking industry.

"There are so many great organizations out there to support, and we try to support as many local charities as we can. We feel we have a unique opportunity to support Truckers Against Trafficking as a logistics solutions provider," said Scott McDevitt, President of Translogistics.

The average age a teen enters the sex trade in the U.S. is 12-14 years old. Many victims are runaway girls who were sexually abused as children.

It is estimated by the Urban Institute that the

*"I swore never to be silent whenever and wherever human beings endure suffering and humiliation. We must always take sides. Neutrality helps the oppressor, never the victim."*

-Elie Wiesel

underground sex economy ranges from \$39.9 million in Dever, CO, to \$290 million in Atlanta Georgia.

Translogistics would love to help train our partners and clients on how to help stop human sex trafficking, and how to properly identify and respond when you come across a situation that looks suspicious.

If you are interested in becoming Truckers Against Trafficking trained, please contact [Stacy](#) for more information.



## DO YOU HAVE THE TIME...continued from page 1

In a nutshell, Translogistics' Audit Manager uncovered a density rule change resulting in a new minimum requirement. If the new density minimum was not met, then our client's plastic film/sheeting (NMFC 156830) would convert to Plastic Articles (NMFC 156600) requiring a three tier density rating across two separate categories.

The bottom line is, Translogistics' Audit Manager proactively performed a density analysis and discovered that our client was about to experience **a 29% increase in freight charges...** and due to changes completely beyond their control.

Needless to say, our Team sprang into action by meeting the incumbent carriers and explained the Audit Manager's analysis. The solutions' team went to work and recommended a Freight All Kinds (FAK) **new pricing methodology be adopted by the carriers, resulting in no change to the clients' freight expense or the carriers**

**operating margins.** This was a win-win situation made possible because the Translogistics solution providers had the skill and experience to anticipate, analyze, and engineer the very best logistics solutions.

Likewise, your supply chain is unique and without a doubt its optimization critical to your businesses success. For twenty two years we have always sought to thoroughly learn our clients' logistics processes before any effort is made to pinpoint solutions. There is simply no other way and perhaps one of the reasons why the average client has been our partner for over ten years.

Please [contact us](#) today, and we'd be happy to share the approach that has made Translogistics the leading Logistics Solution Provider for clients recognizing optimization opportunity within their own transportation program.

*Scott McDevitt, President of Translogistics*

Meet

# Tom Coblentz

Tom Coblentz, one of our Logistics Consultants, has been with Translogistics since July of 2007. His main responsibilities are to manage current accounts and actively bring on new business. He helps our clients with their transportation needs by presenting savings opportunities and looking for ways to help them to be more efficient at their every day jobs.

"I like working for Translogistics because we are a client focused company," says Tom. The level of client services we provide makes me proud to be a part of the team."



## FAST FACTS:

**Married? Children?** My wife Susan and I have 2 daughters, Sarah who is 23, and Rachel, 19.

**Favorite free time activity?** I enjoy fly fishing and attending Penn State games.

**What is your favorite vacation spot?** Our favorite vacation spot is Nantucket Island. It has very beautiful beaches and great fishing.



*"Tom is a true expert when it comes to supply chain management. His knowledge not only extensively covers Translogistics, but he also stays current with the industry changes and shares that knowledge with his colleagues. Additionally, Tom's customers value his expertise to their supply chain."*

- George Ditzler, Logistics Engineer



“Knowing is not enough,  
we must APPLY.  
Willing is not enough,  
we must DO.”

- Bruce Lee

**TLI ANNIVERSARIES:**

**BIRTHDAYS:**

Tom Coblentz	7/08/07	Pauline Kramer	7/5
Tim Thomas	8/05/02	Paulius Putna	7/9
Zach Burke	8/17/15	Brandy Selfinger	8/12
Brandy Selfinger	8/24/15	Emily Yesensky	8/14
		Kevin Forbes	8/18



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**Translogistics** Inc



**GET OUT THE VOTE 2016**  
TOP 10 3PL PROVIDERS

Has Translogistics achieved extraordinary results for you and your company? Have we been steadfast partners through good times and tough? Have we helped you cut costs, find efficiencies, boost productivity, and keep your supply chain flowing? Visit [this link](#) to cast your vote for Translogistics to be a part of Inbound Logistics' Annual Reader's Choice: Top 10 3PL Excellence Awards.

*Proud to be one of the*

