

Aim Brews Savings for Arizona Distributor

A beverage distributor working through an economic downturn took a hard look last year at many aspects of its long successful business – including its transportation department.

As a result, Hensley Beverage Company, one of the largest beer distributors in the United States, wound up outsourcing its entire vehicle maintenance operation – including the care of more than 600 vehicles – to Aim NationalLease.

The decision has paid off, Hensley officials say, with significant cost savings, better training for its employees, lower parts inventories and more.

“Hensley was looking for ways to lower costs throughout the company, and one particular division of interest was maintenance on our equipment,” recalled Tony Keffer, vice president of operations at Phoenix-based Hensley.

“Aim brought to the table the ability to substantially lower our parts costs and to further train our existing workforce in the garage to handle more duties in-house, thus lowering our outside maintenance costs. By no means were Hensley mechanics novices, but Aim was able to raise the bar for our existing mechanics’ knowledge on repairs and the ability for the mechanics to be certified by Aim.”

Hensley, established in 1955, distributes Anheuser Busch beers, wines, specialty drinks, teas, water and more in Arizona.

When it brought Aim aboard last summer, Hensley, with its 686 trucks, became the largest maintenance customer in Aim’s history. All 15 of Hensley’s garage technicians and all three garage supervisors became Aim employees.



Tony Keffer, left, vice president of operations at Hensley, with Mike Williams, lease sales representative with Aim.

Aim also took over the buying and storage of tires, fuel, oil and other materials and parts, leveraging the economies of its national fleet, and hired a new service manager to lead the Hensley operation.

“Hensley’s core business is beer, and our core business is vehicle maintenance,” said **MIKE WILLIAMS**, lease sales representative at Aim. “We were able to bring them significant cost savings and new expertise.”

Aim President **TOM FLEMING** assured Hensley employees at the time that Aim, like Hensley, believed in treating employees like family.

“Once they knew we were going to take care of their people,” Williams recalled, “that made their leap of faith that much easier.”

The transition to Aim last year was part of Hensley’s strategy to drive aggressive and measurable efficiencies into the company. Despite a downturn in Arizona’s economy, Hensley expanded its beverage portfolio by acquiring Quench Wines, a very successful wine distributor, and continued to add new craft beers, spirits, and non-alcoholic brands. Hensley has also moved into new Arizona territories to accommodate these new opportunities for growth.

“Like other cost cutting measures implemented in 2010, decisions like the one to transition our vehicle maintenance and garage services to Aim was beneficial in helping us move positively forward during these challenging economic times,” Keffer said.

Dean Dairy Pours New Routes on Aim in Columbus

Aim’s recent expansion in Columbus, Ohio, has helped land a seven-day-a-week milk delivery account from Dean Foods in the Buckeye State’s capital.

Since July, Aim Integrated Logistics has been hauling fresh milk from Dean’s manufacturing plant in Sharpsville, Pa., to Columbus. And since August, Aim has been delivering Dean milk to more than 30 Giant Eagle and

Get-Go stores in the Columbus area.

“It’s a 24-hour-a-day, seven-day-a-week operation,” said **COLIN SZITAS**, regional manager for Aim Integrated.

Eight drivers work the account, along with on-site supervisor **JAMES COLEMAN**, a former FedEx supervisor who recently joined Aim.

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Inside This Vehicle

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New Health Plan Preserves Privacy



As I write this we are just finishing the biometric testing portion of our overall wellness program.

It was gratifying that the vast majority of Aim team members on the company hospitalization plan participated in the testing. Employees will be seeing their individual results shortly.

As we have previously stated, individual employee results will not be shared with the company. The only information coming back to the human resources department will be the reduction each employee qualifies for in the cost-sharing as the result of the test.

The company will receive aggregate results. So by way of example, we may find out that as a group we have high blood pressure or that a certain percent of the participants are smokers. This information will help us target specific areas of the wellness program.

I would like to thank everyone who participated in the program. The company's goal is to provide a comprehensive health care plan that is affordable to both the company and the participants.

We want to reward individuals for the healthy choices they make and not penalize anyone.

Feedback?

The *News Vehicle* welcomes your input. If you have a suggestion or comment, contact **PATTY DURKIN** at pdurkin@aimntls.com or at (800) 873-5059, ext. 145.

Open Enrollment Info Needed by Nov. 30

By **Patty Durkin**, Vice President, Human Resource

Open Enrollment packages have been mailed to each full time employee. Each person must mail back a signed copy that they have received the enrollment package and what benefits that will remain the same/add/change/delete.

If everything remains the same, you have until 11/30/11 to get the form back in. However, if you are adding/changing/deleting or enrolling in the Flex Plan you must get the form in early so we can get you information and forms so you can get those completed and return to HR by 11/30/11.

Several changes have been made to our benefit package and we have included a lot of information in the open enrollment packages. First thing you will notice is that the benefits book is not included but on our website.

We want everyone to begin using the website more frequently so that printing and mailing expenses are greatly reduced.

The new book contains new medical rates and plan design, all information on the vision plan which is a new benefit to all full time employees, slight increase in short term disability, updates on Flex Plan information and new contact information.

As always Carli and I will supply you with any of this information, but know that our website aimntls.com under Employee Zone is the place to locate this information.

Please make sure you have all completed information for open enrollment to HR by 11/30/11.

Make Preparations Now to Avoid Weather-Related Breakdowns

With the leaves beginning to fall, many drivers start thinking about winterizing their trucks. However, according to **MARK ROACHE**, Aim NationalLease director of maintenance operations, too often that contemplation doesn't turn into action.

"Drivers need to be proactive from season to season being specific to the temperature changes," said Roache.

For example in the winter months drivers need to make sure the tires, brakes, air/braking system, cooling system and starting system are in good working order because these systems are compromised in extreme temperatures.

The goal is to have as few road calls and interruptions as possible. Breakdowns on the road are expensive and a business interruption for the client. Unfortunately, Roache said, too often inexperienced drivers just get behind the wheel and go, not thinking of the maintenance safety checks until they're well into the trip.

For this reason, Roache has developed "Project Snowflake," (see box) an easy-to-remember checklist he hopes will make it easier for drivers to remember and prevent breakdowns once they start their trips.

* PROJECT * Snowflake

STARTING EQUIPMENT: If you experience difficulty starting, please do not crank the engine more than 15 seconds. After 3 attempts of no more than 15 seconds, please contact Road Rescue.

ENGINE HEATER: Plug in engine heater after each trip. It must be done while the engine is hot. Be sure to check electrical hook-ups at your location to make sure they are operational.

AIR TANKS: Air tanks must be drained at the end of each trip to verify that the system is free of water. This is done by pulling the cord that is attached to the air tanks.

FUEL: Aim fuel will be blended with additive. If you fuel elsewhere, please be sure that the fuel is blended or an additive is used. Make sure that the additive you use is for Ultra Low Sulfur Diesel Fuel only.

Obstacle Course Helps Improve Driver Safety at Joshen Paper

Until recently, routes marked by dozens of very tight spaces made the Joshen Paper and Packaging account one of Aim NationalLease's most challenging.

But a new "obstacle course" that mimics some of the toughest issues faced by drivers has helped improve driver performance at Joshen.

"I drove for eight years so I was very familiar with the account and knew what drivers were going to encounter," said **JOHN RUGARBER**, Aim regional safety manager. "I had to develop a way to get them to be more aware of the issues they would face all day long."

The course, located at Joshen headquarters in Cleveland, Ohio, covers real-world challenges commercial truck drivers face every day. It includes an alley dock; rear, front line, and scales stops; right and left turns; parallel parking; and straight line driving through diminishing clearances.

Not all of the teaching techniques are complicated. To improve blind-side backing, Rugarber put baseballs atop orange traffic cones. The drivers were then required to execute serpentine backing through three or four cones like they would navigate an alley or small street. The baseballs help drivers learn to execute a "soft touch approach", where they learn how close they can get to an object without damaging it.

If there's ever been an account that resembled an obstacle course, this is it. Joshen provides paper products and janitorial supplies to supermarkets,



Aim's **JOHN RUGARBER** offers insights on improving rear backing maneuverability to driver at Joshen Paper & Packaging on a course he designed to reduce delivery accidents.

institutions and small businesses in a five-state region. Some of the delivery points are houses in residential neighborhoods, and the vehicles range from 36 to 53 feet in length.

"Some restaurants and groceries in the older parts of town were designed to receive deliveries from box trucks, not semis," said **STEVE GADOWSKI**, an Aim driver who has not had a delivery accident in 15 years. "Pulling in and out of tight places and trying to back up effectively is a constant issue."

Company statistics reflected the challenge. "This account had the highest incidence of accidents of any company we service," Rugarber said. "I knew I had to do something to remind drivers to take precautions."

Rugarber assembled the course in the Joshen

parking lot. All 20 Aim drivers who serve Joshen eventually will drive it, but it was initiated with new hires and remedial drivers.

"I believe the course surprised our drivers since most did not do as well as they thought they might on the first pass through," said Mike Fine, Joshen's vice president of warehouse and transportation.

The obstacle course and Rugarber's advice "brought a new level of awareness for their surroundings and we've seen some better driving since then," Fine said.

Gadowski agrees. "You don't want to become complacent. There are lots of little things to look for that can make you aware of problems before you do any damage."

Dean Dairy Pours New Routes in Columbus

"It's a 24-hour-a-day, seven-day-a-week operation."

▶ **Colin Szitas**
regional manager,
Aim Integrated

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A key factor in winning the Dean business was the new Aim NationalLease maintenance facility in Columbus, which opened in June. It is the home base for the new account, and Dean's vehicles are serviced there.

Economy helped, too. Although Aim staffs the job with eight drivers, they're getting the work done with only four vehicles.

"The key to that is timing," Szitas said. Four drivers make daytime trips to the Dean factory and return in the evening, and four others deliver during the

midnight shift to 23 Columbus-area Giant Eagles and 14 Get-Go markets.

"That creates a cost savings, and it was one of the selling points to get this account," Szitas said.

Aim geared up on very short notice to start the Sharpville-to-Columbus hauls for Dean, which recently increased production at its Sharpville plant. Szitas capitalized on Aim's resources for manpower and vehicles to get Dean started.

Now, the business is served with 2011 Freightliner tractors and refrigerated trucks, Szitas said.

Aim Inspires, Sets Pace with United Way Efforts in Ohio

On a normal day, **WILL RAUBER** would be at his desk with an endless stream of paperwork. As manager of license and permits at Aim Nationallease headquarters, it is his job to handle the plating, renewals, taxes and special permits needed by the more than 4,500 vehicles in the company's fleet.

But once a year, he and other Aim employees and spouses leave their desk jobs, don white "Live United" T-shirts and join more than 400 others from the area around Youngstown, Ohio, to give something back.

"It's a nice feeling knowing you are working together to help those in need," Rauber says. He remembers participating in similar community outreach activities as part of youth sports and was eager to get involved as an adult. He assumed the leadership for Aim's United Way team earlier this year.

After almost a decade of successful involvement, Aim is one of the region's Pacesetter companies. Each year a number of select, high-performance businesses take on the challenge to jump-start the annual campaign.

These organizations agree to markedly increase their

"When everyone in community comes together you really can make a difference."

▶ **Will Rauber**
Aim Nationallease

annual donations and complete the effort during the summer months. The success generated by the Pacesetters helps to inspire other organizations to follow their lead when running their own campaigns.

Aim donated \$17,183 this year, up 12.4 percent from 2010. Thanks to generous employee paycheck deductions, the company has been able to increase its contribution at least 10 percent each year.



This year group Aim was partnered with Jewish Family Services. The social services organization has a home on the city's North Side for handicapped adults. It was in serious need of painting, gutter cleaning and landscaping – a big job for Rauber's nine-member crew, but they got it done in one day.

"I always felt it was tough to have an impact on the problems in your immediate community," says Rauber, referencing the economic struggles the area around his office has experienced.

"But that night we went home tired, but satisfied. When everyone in the community comes together you really can make a difference."