

Big Box Logistics Relies on Aim for Timely Road Rescues

Fast action on vehicle breakdowns is critical to getting loads delivered on time and keeping customers happy.

That's why Big Box Logistics, a transportation provider serving most of the United States, is glad to have Aim NationalLease on its team.

"The Road Rescue service is always there in a timely manner," said **MATT HEATH**, dispatch manager at Big Box, a freight hauler that leases its Class 8 trucks from Aim.

"It's much better than I'd ever experienced myself as a former driver," Heath added. "We never have to wait 30 to 45 minutes."

Aim's Road Rescue professionals take care of customer drivers wherever they need help, and whenever they need it.

One call to a toll-free number brings an Aim professional or subcontractor to the site to deliver any necessary repairs. Replacement vehicles are also provided if they're needed.

That kind of service is critical for long-distance haulers like Big Box, said **MIKE WILLIAMS**, lease sales rep with Aim.

"They're going all over the country, on long routes, so they're bound to have breakdowns now and then,"



Fast response from Aim helps keep Freightliners like this on the road for Big Box Logistics.

Williams said. "That's why our Road Rescue service is so important."

In one instance, a Big Box truck had a transmission failure in isolated Sydney, Nebraska. Within two hours, Aim's Road Rescue brought a substitute vehicle to the driver's location and took the down unit to Denver for service.

"We were in the middle of nowhere," Heath recalled,

"but they brought us a spare truck in a couple hours, and we got our load delivered on time.

"These potentially unpleasant situations are made a little more bearable by the quick response."

Big Box has relied on Aim equipment and services for five years. At the moment, it is leasing six tractors and six trailers.

Aim Secures Additional Business with Sapa Aluminum



Ed Smith is Aim's on-site account manager in Cressona.

Its good work for Sapa Aluminum Group has earned Aim Integrated Logistics an additional piece of business from the aluminum extruder.

Sapa's facility in Cressona, Pa., which serves much of New England, turned its transportation business over to Aim last month after an arrangement with another provider expired.

"Sapa was very happy with what we've done in their other locations," said **ADAM OLRICH**, regional logistics manager. "We're very happy about growing with them."

Aim hired seven new drivers to serve Sapa, which ships trailer frames and doors, flagpoles and many

other extruded aluminum products. Some 15 trailers are on-site.

The scope of the work ranges from Boston to Pittsburgh, Adam said.

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It's Time to Deliver 'Precision Solutions'



Our new Aim NationalLease and Aim Integrated Logistics brochures carry this tagline:

Precision solutions that keep you moving.

Although the specific phrase is new to us, the rationale behind it is based

on the way we've done

business for many, many years. You can expect to see this phrase on our new website and in other materials in the coming months, and I want you all to appreciate the logic behind it.

In the competitive industry we serve, it's important for us to distinguish ourselves from the competition.

We do that every day through superior service, quality equipment, solid information and all of the other hallmarks of our business.

But what really makes Aim different from many other good companies is our focus on **problem-solving** and **technology**. Among current and prospective customers, we describe Aim's services as custom **solutions** to cost, liability and other problems. Aim can solve those problems.

And much of the benefit we deliver to customers is based on you, our employees, and the technology we utilize, from the Transportation Management System (TMS) we implement for our Integrated customers to the online tools we provide for Leasing clients. Technology enables us to be more exact and precise.

To boil it down, we deliver **precision solutions** that benefit our customers.

Yes, we lease trucks and manage transportation activities for our clients, rent vehicles and repair them. For every element of our core business, we all need to do the very best job possible to stay competitive.

In addition, we need to think about how we can provide precision solutions in our day-to-day work. Are we delivering customized **solutions** to the people that depend on us, whether those are customers or colleagues? Are we eliminating guesswork and insisting on **precision** solutions, rather than something that is "good enough"?

If we want to continue convincing customers that Aim is the place for precision solutions, we all need to redouble our commitments to deliver those ourselves.

Thanks for doing your part. Be sure to create and deliver a precision solution this week.

Tom DeLemmy

Keep 3 Points of Contact To Prevent Slips, Falls

Maintaining "three points of contact" while entering or exiting the cab of a truck or trailer is critical to minimizing injuries.

"Commercial drivers probably receive more training and reminders on that than anything else," said **MARK MITCHAM**, Aim NationalLease director of insurance.

"That's because complying with this simple rule can reduce the frequency and severity of injuries."

When entering or leaving a cab, drivers should keep either one foot and two hands, or two feet and one hand, in contact with the truck at all times.

This allows a driver to catch himself or herself, even upon a slip.

Most studies put "slips and falls" as responsible for 20 to 25 percent of all driver injuries, Mitcham said.

But 100 percent of slips and falls that occur while entering or exiting a cab are preventable.

"You may have been entering and exiting equipment incorrectly for 30 years and never got hurt -- but all it takes is one time," Mitcham said.

"I recently observed a driver that I was riding with walk forward out of the cab on two occasions. More recently, I saw a fueler exit the cab the same way.

If they continue to do this they will eventually become a slip and fall statistic. It's important to maintain three points of contact so that you will not become a slip and fall statistic."

Safety Tips

- Maintain three points of contact (a foot and two hands, or a hand and two feet) hat all times.
- Do not release your grip from the grab bar until both feet are firmly on the ground
- Keep your truck steps clean.
- Face your truck when getting in or out.
- Don't walk forward out of the cab.
- Never jump out. You cannot be sure of the footing where you will land.
- Wear footwear with good, non-slip soles.
- Don't use your fuel tank or other rounded surfaces as a step.
- In the winter, you may need to wear gloves to keep your hands warm and dry so they don't slip off the grab bar

6 Technician Apprentices Graduate



Aim NationalLease recently celebrated the graduation of six technicians from its apprentice program. From left are **ANIBAL COLON** (Cleveland, Ohio), **MATT WOODS** (Montgomery, Ill.), **JOE SHELTERS** (trainer), **JUSTIN ZEIGLER** (Canton, Ohio), **MICHAEL CIESLA** (Buffalo, N.Y.) and **MATT TERRY** (Erie, Pa.). Not pictured is graduate **ROBERT DYNKA** (Pittsburgh, Pa.). Zeigler won the program's Top Student award.

148 Drivers Achieve First-Quarter Safety Mark

Grand Prize Possibilities

Based on injury performance throughout 2010, compared to 2009 levels.

> 12% REDUCTION:
PICK-UP TRUCK

8 - 12% REDUCTION:
1200 CC HARLEY DAVIDSON SPORTSTER

4 - 8% REDUCTION:
7-DAY CARIBBEAN CRUISE FOR TWO
AND A WEEK'S PAID VACATION

1 - 4% REDUCTION:
HOME THEATER SYSTEM

Although Aim's companywide safety goals for the first-quarter of 2010 were not met, 148 qualifying drivers met the safety and attendance criteria for the quarterly program and received messenger bags.

*"Just think:
It could be you in a
brand new pick-up!"*

Mark Mitcham
director of insurance

Accidents and injuries for the three-month period ending in March actually increased 5.7 percent over the first quarter of 2009. As a result there was no quarterly prize drawing.

The messenger bags will help paperwork handy in addition to keeping safety cameras close at hand.

"As you know the Safety Department stresses keeping the camera in your possession and not in your assigned truck," said **MARK MITCHAM**, director of insurance.

"If the camera is in the bag it will be in your possession should you switch trucks and happen to meet someone by accident! Be prepared!"

Drivers who qualified for the first quarter remain in the running for one of the grand prizes, which are based on full-year safety performance (See box).

"Remember that we have turned back the clock to 2007 and the grand prize is at the 2007 level," Mark said. "Just think: It could be you in a brand new pick-up! Good luck, and work safe."

This is the fourth year of Aim's safety incentive program. Suggestions for quarterly prizes valued in the \$30 to \$40 range are welcome, and can be sent to Mark or **BOB THIBODEAU** at the Support Center, 800-321-9038.

Getting to Know... Cindy Capriozzi

When she's not renting vehicles, **CINDY CAPRIOZZI** is helping special needs kids in upstate New York do what many never thought they could do: be cheerleaders.

Cindy, rental administrator at Aim's facility in Syracuse, N.Y., is the founder and coach of the Comets, a cheerleading squad of special needs children and young adults.

The team has performed at sporting events and exhibitions for the past three years, and was featured recently in a high-profile story in the Syracuse *Post-Standard*.

Cindy's work has filled a critical need for special needs children whose parents often sometimes struggle to find good recreational opportunities.

"These kids can cheer, and they can contribute," Cindy said. "Your limitations are only what you allow them to be."

Cindy has been a cheerleading coach for more than 10 years, long before she began working with special needs children. She operates a gym in North Syracuse

called Universal Cheer. Her own four daughters have been among her protégés.

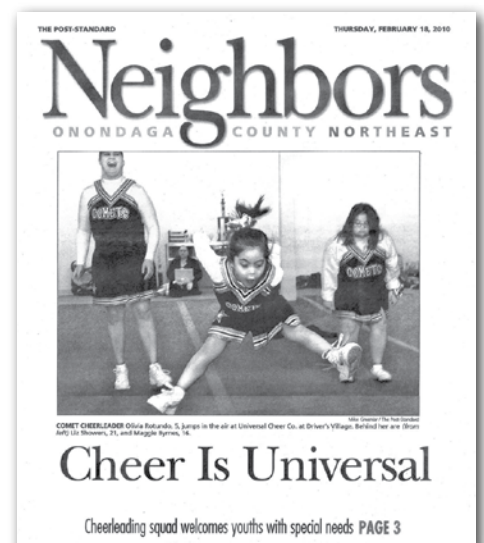
Three years ago, one of her teams cheered at a baseball game in a Challenger league, a circuit for special needs kids. Some special needs children saw the cheerleaders in action and wanted to get involved.

So Cindy added that activity to her gym, and the Comets were born. There are now two Comets teams, one for younger kids and one for teenagers and young adults. Members have ranged in age from 5 to 21.

The Comets travel with Cindy's competitive teams. While the mainstream teams compete for prizes and ribbons, the Comets perform exhibitions.

Team members usually draw considerable applause, which is just as good for their self-esteem as the exercise is for their bodies.

"They cheer for two and a half minutes, and people go crazy," Cindy told the *Post-Standard*. "When people start clapping, if you could see the looks on (the cheerleaders') faces, it's worth it all."



Cindy Capriozzi's work with special needs kids recently attracted a nice feature story in the Syracuse *Post-Standard*. She is a rental administrator at Aim's facility in Syracuse, N.Y.

Aim Team Wins 2 Awards at Relay for Life in Ohio



The Aim team included, from left, Robin Crosbie, Kim Slater, Deb Neff (behind trophy), Pat Pompili (co-captain), Carli Kuntze, Sharon Smith (captain) and Joyce Shood. Team members not pictured include Patty Durkin, Denise Ifetiha and Penny Pinkerton.

Aim NationalLease won two first-place awards in the Liberty Relay for Life as it helped raise almost \$180,000 for cancer research.

Aim's Relay team won the opening lap competition, largely on the strength of its Christmas theme.

"Our themeline was 'All we want for Christmas is a cure,'" said **PAT POMPILI**, co-captain. One team member dressed as Santa Claus and others wore reindeer antlers and Santa hats.

Aim also won the Relay for Life Spirit Award, which is based on participation and enthusiasm.

The Aim team's involvement in the Relay for Life for the

past eight years is based on much more than competition.

Pompili, who was team captain for the first seven years, has lost 10 family members to cancer – and is herself a survivor of the disease.

"The Relay is a festive event but it is very sad and touching," said Pompili, who works in Accounts Payable. "I always say I hope someday there will be no more Relays because a cure has been found."

The nearly 30 teams participating last month at Churchill Park in Liberty raised more than \$178,000, surpassing the organizers' goal of \$165,000. Aim's team raised more than \$3,800 of the total.

Aim Lands More Business with Sapa Aluminum

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Aim also has hired an on-site account manager, **ED SMITH**, to work right in the Cressona plant to ensure good service.

The previous provider did not have an on-site person, but Aim Integrated typically stations a person at a customer's location for an account this size, Adam pointed out.

"Our account manager will handle all of the load tendering, schedule delivery appointments, dispatch all the drivers and do all of the reporting out on driver activity," Adam said. "He'll also handle freight claims and any customer-service issues, there right on site."

Sapa employs about 1,500 people at the Cressona plant.

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.