



## President's Message

**By Paul Skelton, President**

As the year 2003 quickly comes to a close, it's only natural to look back at this year and even the past several years to see where we are and where we were. Constant improvement is our goal. Easy to say; tougher to do.

Certainly a lot has happened in the past few years in this company, in this industry and in the nation as a whole. Our country is at war against terrorism. We are not quite as comfortable in our security as we used to be. The economy has been on the weak side for a while. This has had a big impact on the trucking industry.

Part of our plan in these times has been to develop more high quality freight. We have done that and will continue that effort. Another part has been to improve our systems and efficiencies. We have done that. In the past year we have upgraded our computer system, installed a completely new software package and changed to Qualcomm as our satellite communications provider. These have been difficult and expensive changes

but that is the price of progress. We are through the hardest part of these changes. Efforts to make progress will continue.

Many big challenges face the trucking industry over the next several years. We need your help and support in a team effort to make improvements in every area.

Have a Great Holiday Season !!!!



## Operations Corner

**By Mark Skelton, V.P. Operations**

I would like to touch on a few new and exciting things happening here at Osborn. First of all I would like to congratulate David Waller on his promotion to Director of Operations and Customer Service to be effective January 1, 2004. David has been a key player in operations since starting here 2 1/2 years ago. During that time David has helped grow the Dedicated Fleet from 6 drivers to 40 and the Regional Fleet from 6 to

over 60. Both of these fleets do an exceptional job every day and we appreciate all the hard work everyone does to make it possible.

As of December 1st we will have a new Director of Sales, his name is Steve Ashby. Steve has over 25 years of transportation experience. Steve recently was Sales Manager for Covenant and shares the same visions and philosophies as we do and looks forward to joining the Osborn Team. Welcome Steve.

### Inside this issue:

Recruiting & Retention	Page 2
Safety's Message	Page 2
Payroll News	Page 2
The Human Side	Page 3
United Way Campaign	Page 3
O S & D	Page 3
Honda Dedicated	Page 4

### Osborn Transportation Offers

- A Professional Working Environment
- Career Growth
- Respect From Team Members
- The Opportunity To Be Part Of A Company On The Move.

## Recruiting & Retention

We are pleased to announce the appointment of Jan Oliver as our new Director of Recruiting and Retention. Jan brings to our company many years of driving and Transportation Management skills that we feel will enable us to grow. Jan came to Osborn from Swift Transportation where he worked as the Western Division Flatbed Recruiting Manager and before that was Recruiting Director for Merit Distribution and Owner Operator Recruiting Director for C R England. He has also served as President of the Northern Utah Trucking Association and served on the Board of Directors for The Utah Trucking Association.

When issues arise from time to time that you feel are not being handled properly please contact Jan and get him involved to help you find a solution. Drivers are our most valuable asset and as such we wish to preserve our relationship with you. We know how hard you all work and how dedicated you are and that is why we have brought on board a new member to our senior management team to be a liaison for you. If your problem cannot be resolved by contacting your Driver Manager then contact Jan for assistance.

Have you drivers ever thought of the actual costs involved when you change jobs? The lost pay, benefits, vacation time, seniority can all add up to a big loss. Before you make a move that may cost you more than you thought try and iron out the issue that you are having. Leaving a company often means missed paychecks. When you do find a new employer it is usually several weeks before you get your first check. So you see the costs involved in changing jobs can be staggering. The costs of "job hopping" can have an enormous impact on a driver and his or her family. It's true that in today's driver market, quality drivers are bombarded with offers of employment. But before you make your next move consider the costs. If a problem arises go the extra step and try to work it out.



***By Jan Oliver, Director of  
Recruiting & Retention***

## Safety's Message

Drivers....winter has arrived so let's be prepared for hazardous driving conditions. Remember to slow down, increase your following distance, and pay closer attention to what's going on around you. Drive Defensively. The best 50 cents you can spend is a USA Today Newspaper. The paper has a 3 day weather forecast for the entire country. Use this to help plan your trip.

Also the new Hours of Service Regulations are being taught in this quarters drivers safety meetings. Attendance has been light so far. I encourage you to attend soon to avoid the crowd that waits for the last week. The new regulations are going into effect

the first of January 2004 so we must be prepared. I expect enforcement to be very strong after January 4, 2004.

***"The new Hours of Service  
Regulations go into effect in  
January 2004***

Remember, Drive Defensively, get adequate rest, plan your route with plenty of time to spare, and as always

**Be Careful .....**

***By Larry Coker, Director of  
Safety***

## Payroll News

Greetings from Accounting....As the year draws to an end our wishes are that you have a safe and happy holiday season. We are responsible for trip processing (Joan & Diane), Payroll (Alana), Billing (Jim), and OS&D (Deedra). If you have any questions regarding your paycheck, please contact Joan or Diane and they will be happy to assist you. If there is a reoccurring problem, please contact Joe at ext #121. Also as most of you know Direct Deposit was delayed until the computer conversion was complete. We are in the final stages of implementing Direct Deposit through EFS and we will notify you when to sign up. It should be ready the first week of December. Also, quarterly per-

formance bonuses are based on the number of miles that you were paid during the quarter. Each week you receive a settlement sheet that tells you your paid mileage. When you get your bonus verify it against your settlement sheets. If there is a difference we will be happy to go over it with you and correct it if needed. We are all here to help.  
***By Joe Dismuke, Acctng Mgr.***



**Payroll, Accounting  
O S & D**

## The Human Side

---

Throughout the course of this year we have had several incidents of employees arguing with one another over minor things. We understand that there are situations that will cause people to get upset and these are matters we would like to avoid. As we are all aware there have been quite a few occurrences of work place violence that have taken place throughout the country.

At Osborn Transportation we have always tried our best to promote a family atmosphere. We encourage all of our employees to come to us with any problem



***"Osborn.....a company on the move".***

they might be having no matter how small they might think it is. When someone is upset it is necessary to discuss this with us rather than let frustration start to set in, which in turn leads to hostility.

We look at this company as a team working for a common goal, and you should consider your fellow employees as your teammates. I hope that when you come in contact with one of your teammates that you introduce yourself and treat them as family. If at any time you need their help

do not hesitate to ask them. I hope that this type of behavior will build a strong continuity among us all and that it

will also create a pleasant environment for us to achieve all of our goals, both personally and professionally.

***By Matt Skelton, Director of Human Resources***

## United Way Campaign

---

Once again it's time for the annual United Way Fund Drive here at Osborn. United Way's Mission is to increase the organized capacity of people to care for one another in a voluntary, community-wide effort. We see a safe community with strong families working together, successful children moving toward becoming productive citizens, and a community where the disabled are reaching their potential & senior citizens can maintain their independence. Your gift to United Way, combined with thousands of others gifts, impacts peoples lives and builds our community. United Way holds itself accountable, not just for action, but also

for results. United Way focuses on the most critical needs and delivers results that are made possible with an investment of time, talent, and financial support. Your donation to the United

***"Your gift to United Way  
impact's peoples lives".***

Way changes lives and makes our community stronger by helping people create solutions to important health and human services. Osborn Transportation and United Way Thanks You.....

## O S & D Over, Short and Damaged

---

All drivers please be advised that any time you have a load that has any exception such as over, short, damaged, rejected or refused noted on your bills you must send in a canned message which is #60 on your Qualcomm. This is extremely important and must be done in a timely manner so that we can properly address any claim that may arise from the shipment. Unfortunately failure to follow these steps could result in the amount of the claim

being deducted from your safety or performance bonuses. Please take a few minutes to send in the O S & D message. You will receive a response on the Qualcomm with an O S & D number to write on your bills that you turn in for payment.





## OSBORN TRANSPORTATION

P. O. Box 1830  
Gadsden, Ala. 35902

Phone: 256-442-2514

Fax: 256-456-2190

Email: [osborntransportation.com](mailto:osborntransportation.com)

**"Quality People, Quality Service"  
Its the Osborn Way !!**

**Were on the Web**

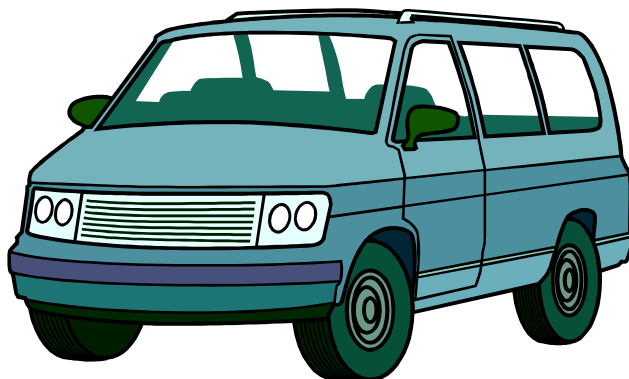
[www.osborntransportation.com](http://www.osborntransportation.com)

## History

Osborn Transportation, Inc. was founded by Jack Osborn with one thing in mind, *quality service to his customers*. With over 30 years in the transportation industry, quality service to our customers is even more important today. Osborn Transportation, Inc. is a family owned and operated company with Paul Skelton as President. Today is the future at Osborn. Osborn has put together a team that's innovative, growing, and committed to the values that were formed in the beginning. With projected growth of 20% a year for the next 5 years, Osborn Transportation is large enough to handle most transportation needs and will do whatever we can to ensure success and a high level of customer satisfaction.

## Honda Dedicated Division

On October 24th we attended a carrier meeting with Honda to discuss their plans for the new Plant. Based on our superior customer service and the strong relations that we have built with Honda and their suppliers, we have been guaranteed a contract extension on our current business for the next two years, plus all additional business from these suppliers due to the plant expansion. In addition to this we have also bid on several new lanes that will service the facility. As of this writing we have not been notified which lanes have been awarded. Honda will begin trial productions on the new vehicle in January 2004 and begin mass production sometime in March 2004. Honda will gradually increase production levels from March 2004 until they reach full production sometime in late spring of 2005. During the time from January 2004 until full production in 2005 Osborn will gradually add based on production levels approx. 40-50 drivers into the Honda Dedicated Division. The current Honda Drivers will have 1st shot at bidding on new runs as they develop. New drivers will then be placed accordingly as new runs become available.



*By, David Waller, Director of Operations*

### Dispatch / Operations Updates:

As most of you have noticed we have some new faces in operations. Please help us in welcoming the following:

- Johnny Austin—Lead Fleet Manager. As Lead Fleet Manager, Johnny will be responsible for Driver Management, Dispatch functions and Fleet Manager training. Johnny has over 10 years experience in Fleet Operations and brings with him a vast knowledge of our new computer operating system.
- Rodney Noffsinger-Fleet Mgr. Rodney started his transportation career like so many of our employees, "behind the wheel". After driving for several years Rodney showed an interest in becoming a dispatcher. His knowledge of being an Osborn Driver will greatly benefit him.
- Doug Bates-Fleet Mgr. Doug started his career with Osborn as a driver prior to that he was a Dispatcher and Safety Manager at White Oak Transportation. His vast knowledge will be beneficial.