



# NewsLink

National Shippers Strategic Transportation Council | Edition 1, 2017



## Drive Your Value at NASSTRAC's Annual Shippers Conference & Transportation Expo

At NASSTRAC's **Annual Shippers Conference & Transportation Expo**, we believe the best get better together. Join your fellow shippers and carriers in April to hear from industry leaders and change-makers. Just a few days of NASSTRAC education will provide you with a new perspective on how to increase your value. When you improve your performance you not only better your career, you better your company.

This edition of *NewsLink* is your guide to NASSTRAC's 2017 Shippers Conference & Transportation Expo, including session sneak peeks and event highlights.

**2017 NASSTRAC Shippers Conference & Transportation Expo**  
**April 9-12, 2017**  
**Hilton | Orlando, Florida**

## 2016 NASSTRAC Shipper of the Year VWR

VWR, a global distributor of laboratory and production equipment and services, had a problem: Due to an increase in international inbound ocean containers for their West Coast operations, it was facing steep increases in daily demurrage charges.

The distributor devised a solution to their problem so effective that it earned VWR the title of **2016 NASSTRAC Shipper of the Year**, an award given to a shipper that has transformed operations through the implementation of best practices and innovative thinking.

VWR's West Coast solution included pool distribution from VWR's distribution center to final mile couriers that specialize in next-day delivery service. In addition, it

implemented a cross-dock facility provided by a third-party logistics provider that allowed globally sourced containers to be unloaded and palletized onto the backhaul trailers returning to its distribution center on a daily basis. As part of this program, VWR moved its cross-dock location, which resulted in an impressive 50 percent decrease in drayage costs.

In addition to promoting sustainability, greater use of pool distribution enabled VWR to reduce damages due to less handling of shipments during transit and reducing time by avoiding stops.

"The goal was to have as little disruption as possible to our customers," Gena Patouhas, transportation planner at VWR told Logistics



Management. "We haven't heard any negative feedback, which we took as a good sign."

All of these program endeavors produced a 25 percent reduction in annual expediting freight charges in VWR's West Coast operations. VWR's innovation and dedication to problem-solving and improvement is inspiring. Congratulations, VWR, on earning the distinction of 2016 NASSTRAC Shipper of the Year!

VWR will be honored at the 2017 Annual Shippers Conference and will present their story to attendees.

# The Value of NASSTRAC Membership



*By Terri Reid,  
Director of  
Supply Chain &  
Transportation  
Caleres (Famous  
Footwear),  
NASSTRAC  
President*

I've been a member of NASSTRAC since 1989, and I can attest to the value that getting involved in the organization has brought to me during my career. In fact, as much as I am currently engaged in the leadership of NASSTRAC, I will never be able to truly give back all that I have gained both personally and professionally, compared to all that I have been able to take away.

Whether you are interested in furthering your career, advancing the transportation industry or mentoring those just entering the industry, becoming a NASSTRAC member is one of the best ways to reach your goals. But, to truly gain value from your membership, you need to take advantage of everything that NASSTRAC has to offer. Are you aware of all that NASSTRAC membership can offer you?

**Giving back can be the greatest reward and benefit.**

## Enhance Your Network

Joining NASSTRAC allows professional peers to build a sense of community and trust. From this, members are able to support and help one another in reaching their personal and professional goals.

NASSTRAC sponsors numerous events throughout the year that allow peers to connect with one another. Peer professionals can share ideas, ask for advice, volunteer to be speakers or become members of committees. Through NASSTRAC's national presence

and annual conference, members have the opportunity to:

- Learn about breaking news in the transportation industry.
- Acquire best practices and new ideas.
- Hear from key achievers in the field.
- Meet and brainstorm with others who are also looking to share and learn new information.

Members may even find mentors to help with professional needs. You may be in a position to become a mentor to someone else!

Giving back can be the greatest reward and benefit. Participating in the NASSTRAC View, posting comments on NASSTRAC blogs or contributing to LinkedIn discussions sponsored by NASSTRAC are also great ways to grow your network. This kind of interaction allows you to use your peers as sounding boards and, often, make great friends with similar interests.

## Take Charge of Your Career

Don't forget: Listing your NASSTRAC membership on your resume is impressive to current or future employers, as it shows that you are dedicated to staying connected in your profession and to consistently advancing your knowledge of the transportation industry.

## Broaden Your Knowledge

NASSTRAC provides an enormous amount of access to resource information, such as case studies, articles, white papers and blogs written by experts in our field. Also, major journal, magazine and newsletter access is provided as a part of your membership privileges.

So, whether you are looking to learn about our field, network in our professional community, gain access to current events or just have some fun while meeting

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## National Shippers Strategic Transportation Council

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#### NASSTRAC HEADQUARTERS

330 N. Wabash Ave, Suite 2000  
Chicago, IL 60611  
Phone: 202-367-1174  
Website: [www.nasstrac.org](http://www.nasstrac.org)  
Email: [info@nasstrac.org](mailto:info@nasstrac.org)

# Bringing Together the Best and Brightest



By Gail Rutkowski,  
NASSTRAC  
Executive Director

As I write this, preparations are well underway for our 2017 Annual Shippers

Conference and Transportation Expo. At NASSTRAC, we believe the best get better together, and our annual conference is the perfect place to do just that. Join your fellow shippers and carriers to hear from industry leaders and change-makers. Just a few days of NASSTRAC education will provide you with a new perspective on how to "Drive Your Value." When you improve your performance, you not only better your career, you better your company. Here are some of the highlights of this year's event.

NASSTRAC is continuing its practice of bringing together the best and the brightest to help you stay up-to-date and expand your knowledge of industry issues that impact your supply chain and your company's bottom line. While there are still old favorites, this year we have added new topics, as well as a couple of twists to our offerings.

**When you improve your performance, you not only better your career, you better your company.**

You won't want to miss our keynote session: Phil Villapiano, legendary NFL Oakland Raider linebacker and Super Bowl champion, now Vice President of Sales at Odyssey Logistics & Technology, relays his inspirational story of how he took the lessons he learned on the field and harnessed them for his successful career in logistics.



This year, we are staging our live version of the NASSTRAC View. If you haven't joined our monthly talks, now is your chance. A panel of industry experts will be discussing hot industry topics, and you will have the opportunity to weigh in via Twitter and the conference mobile app polling feature. And you'll want to catch our session featuring a representative from UberFreight, which could change your ideas about the future of moving freight.

We firmly believe that you will gain practical ideas and solid takeaways that you can implement immediately when you return to your office. To help you do that, our breakout sessions will allow for deeper dives into topics of interest. You will also have the chance to share your ideas and earn a prize at the same time.

We want to make sure you return to the office with helpful ideas and solutions that you can implement right away. Along with these ideas, you will make connections with scores of exhibitors, sponsors and resources offering hundreds of products and services ranging from full truckload, LTL, parcel, intermodal/rail, freight forwarding express air and ocean, and transportation technology providers.

If you are already a member of NASSTRAC, take advantage of all our services and help us create more value for you. If you haven't yet registered for this year's conference, what are you waiting for? ●

## NASSTRAC Resource Directory

At the end of 2016, NASSTRAC launched a brand new member benefit: the **NASSTRAC Resource Directory**. We frequently receive calls from members asking us for help in identifying a particular transportation resource whether it be a carrier, software or freight payment provider, or even another shipper to assist with an issue.

Now you have the power of NASSTRAC right at your fingertips. The NASSTRAC Resource Directory contains information on all of our members and non-members alike. The directory allows participants to:

- Outline their service offerings
- Identify those companies who are NASSTRAC members and supporters
- Provide links to their websites
- Allows for you to submit an RFQ directly to them from the Directory.

NASSTRAC members receive free basic listings, while opportunities to advertise and enhance listings are available through the site as well. With your help, we look forward to building this resource directory into a great place for our community to create more efficiency in their day to day business.

**Visit the NASSTRAC Resource Directory at [nasstracresourcedirectory.org](http://nasstracresourcedirectory.org).**

# Election Impacts



By John M. Cutler, Jr., NASSTRAC General Counsel

The Trump Administration and the Republican-majority Congress will have significant

impacts on regulation, legislation and key personnel. NASSTRAC will continue to monitor developing news. Expect less regulation, a more business-friendly approach and increased infrastructure investment (though funding issues are unresolved). It is too soon to assess the full implications for logistics and supply chains of changes in global trade rules and practices, but we'll cover what we know at the NASSTRAC Annual Meeting in April.

In the short term, Congress and the White House are moving to freeze action on regulations that have not been implemented. Some of those regulations, and some that are already in place, are likely to be rescinded. A new Executive Order requires many agencies to eliminate two regulations for every significant new regulation they adopt. Maybe twin-33s can be approved.

**FMCSA's large truck speed limiter rules may be among regulations suspended or abandoned as a result of election changes.**

## Trucking Regulation

FMCSA's large truck speed limiter rules may be among regulations suspended or abandoned as a result of election changes. Most carrier, driver and shipper comments on the proposed rules (including NASSTRAC's comments) filed before

the elections were negative. FMCSA has suspended work on Unified Registration System changes affecting licensing and operations of carriers, brokers and forwarders. Other rules under consideration, such as sleep apnea testing, alcohol and drug testing, CDL standards, insurance requirements and CSA reform, may also be held up to permit review by new appointees. FMCSA decided before the elections not to propose new rules on excessive detention of drivers and equipment.

The STB declined to investigate changes adopted by the National Motor Freight Traffic Association in the legal verbiage on the back of the NMFC uniform straight bill of lading. Those changes will reduce participating carriers' cargo liability, absent agreements preserving prior rules. NASSTRAC's model contracts provide help on this front.

## Maritime Regulation

The FMC is considering a petition by the National Retail Federation and other groups requesting a rulemaking proceeding to consider making relief available from demurrage and detention charges resulting from circumstances beyond the control of shippers, consignees and others, such as labor disturbances, exceptional weather events or the failure of a shipping line like Hanjin. ●

*John Cutler has been General Counsel of NASSTRAC since 1999. After graduating from Georgetown University Law Center in 1976, Cutler became a specialist in transportation law, representing shippers before the ICC and STB, in federal and state courts, and in legislative proceedings. He is a frequent speaker and writer on transportation issues, and is the author of several articles, columns and books, including "Rules of the Game: Legal and Regulatory Issues Facing the Supply Chain Manager," published in 2006 by CSCMP. He is a member of the District of Columbia Bar.*

## The Value of NASSTRAC Membership

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new people, getting involved in NASSTRAC is a big step in the right direction.

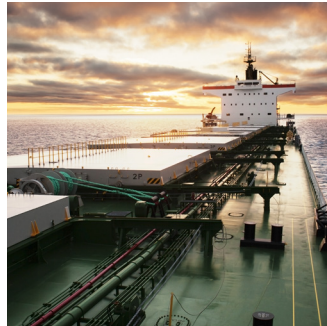
The power of any organization lies in its member base. I believe that NASSTRAC's future success is completely dependent upon the active engagement of all our members. I ask that you, as a NASSTRAC member, think about volunteering your time on a committee or serving in a leadership position, or simply be passionate about promoting NASSTRAC and our mission as you are traveling and meeting with others in the transportation industry.

Join our online community and comment on what interests you, or post your own blog or discussions about NASSTRAC and our fantastic shipper community. Spread the word, become an advocate for NASSTRAC and, in doing so, help further our mission, vision and values. ●

# Your Roadmap to NASSTRAC's 2017 Shippers Conference & Transportation Expo

NASSTRAC is excited to invite you to the **2017 Shippers Conference & Transportation Expo**, held April 9-12, in Orlando, Florida. This four-day event is packed with powerful insights from industry leaders, valuable educational sessions and numerous networking opportunities.

**2017 NASSTRAC Shippers Conference & Transportation Expo**  
**April 9-12, 2017**  
**Hilton | Orlando, Florida**



## What's New this Year?

At this year's conference, you can expect the same popular sessions like the "Wall Street Update" and the "Transportation Provider CEO Panel Discussion," but we also have new tricks up our sleeve.

### Fast and Furious

Start your engines and get ready for a fast and furious ride! During the general session, attendees will have 90 seconds to share ideas, best practices, challenges and lessons learned from their business. This session will also offer collaboration opportunities by allowing other attendees who have experienced similar situations in their business to interact. So rev up your mind and come prepared to share. All participants will receive a special thank-you gift card.

### Ask the Experts

Throughout the Transportation Expo open hours, professionals in various industry topics will be available in the "Ask the Experts" area to lead discussions and answer

attendee questions. Bring your questions for the expert-led discussions, and be ready to brainstorm solutions with your peers. Topics include e-commerce, international shipping, insurance and liability, dimensional pricing, and more. Topics and times will be available on the mobile app.

### The NASSTRAC View – Live!

You've read about it; you've heard about it; and maybe you've even participated in the Monthly View calls, but you've never seen or heard anything like this!

Welcome to the NASSTRAC View Live! We have convened a panel of industry experts who will be discussing hot industry topics and trends. Most importantly, you get to join in. Using the mobile app, you will be able to answer polling questions and ask questions of your own via the NASSTRAC Twitter feed. Moderated by Rick Blasgen, CEO of CSCMP, this panel is a must-attend for everyone interested in transportation and supply chain issues.

### UberFreight – What's Next

The way shipping works for most companies today is by going through brokers who call trucking companies and arrange the best deal for their customers while taking a commission. The UberFreight marketplace hopes to eliminate that middleman and offer shippers real-time pricing of what it will cost to move their goods based on supply and demand.

There are already start-ups out there trying to build their own "Uber for trucking," seeing the same opportunity as Uber does, but it is a tough nut to crack. Some of these start-ups have crashed and burned already. If UberFreight is successful, it could serve as a gateway for autonomous vehicles. This session will talk about what Uber is doing and how the industry, including 3PLs and shippers, is responding.

# And Now Presenting...

Continuous education and staying abreast of industry trends are integral parts of your professional development. Here's a sneak peek of a few education sessions at this year's conference:



**Phil Villapiano**  
*Vice President, Sales, Odyssey Logistics & Technology, and legendary NFL Oakland Raider and Super Bowl champion*

**Monday, April 10**  
**8:15 a.m. – 9:15 a.m.**

**Kick-Off Keynote: Lessons from the End Zone**

**Hot Topic:** Quite simply, you can't go it alone in transportation. You need a solid team that's as fired up as you are to get things done. With a great team, you'll get great work done, and probably have a lot of fun doing it.

**Key Takeaways:** Success in logistics is like success in sports; it takes sharp thinking, hard work and the right attitude.

**Looking Forward To:** This is a great opportunity to share my passions for sports and logistics with like-minded people.



**Marc Blubaugh**  
*Partner and Co-Chair, Transportation & Logistics Group Benesch, Friedlander, Coplan & Aronoff LLP*



**Michael Kroul**  
*President, KTI, Inc.*  
**Monday, April 10**  
**2:30 p.m. - 3:30 p.m.**  
**Pennywise or Pound**

**Foolish? Best Practices in Transportation Contracting**

**Hot Topic:** Corporate lawsuits and other liabilities are real, and they cost parties tens of millions of dollars a year. Much of this liability can be minimized or avoided altogether.

**Key Takeaways:** We hope that attendees will recognize the critical importance of understanding key terms and conditions in transportation and logistics-related contracts and accurately memorializing the relationship before beginning business.

**Looking Forward To:** Learning about the attendees' businesses and best practices and helping them continue to succeed through what we plan to share during our session.

**Will the Cubs repeat at the World Series in 2017? No.** (It was an exciting World Series, but also a painful one for Marc, who is originally from Cleveland.)



**Ross Harris**  
*CEO, A3 Freight Payment*  
**Monday, April 10**  
**2:30 p.m. - 3:30 p.m.**

**Putting Your**

**Transportation Budget in Context: Using External Indices to Justify Your Transportation Spend to the Finance Geeks**

**Hot Topic:** You have a perennial challenge to make and meet your budgets. There is nothing more timeless for you than ideas

on how to make that process easier and more realistic.

**Key Takeaways:** You will come out of this session with some ideas of how to better put your transportation budget into the context of the larger economic sector. Your budget is typically constrained to comparisons to internal metrics (sales, revenue, COGS, etc.). However, you live within a greater "transportation economy" beset by its own forces of supply and demand. With a few indices to quantify those forces, your "finance geeks" will have a better understanding of your struggle and your budget.

**Looking Forward To:** You will have to forgive me, but as a CPA and CFA, I am a bit of a finance geek myself. So, getting to "geek out" on some indices and share that is something which I am excited about.

**Will the Cubs repeat at the World Series in 2017? Nope.** It's been 24 years since a repeat World Series winner. As a "finance geek," I blame this on rampant free agency and the challenge to retain talent on a time from year-to-year, especially on a championship team.



## Support NASSTRAC's Student Scholarship Program

Recipients of NASSTRAC's 2017 Student Scholarship will be recognized at the 2017 Annual Shippers Conference & Transportation Expo in April.

NASSTRAC encourages students majoring in transportation, logistics, supply chain management and related fields to apply for these scholarships. Up to three scholarships are awarded every year to active students in the amount of \$1,000 each. Scholarship recipients also receive free admission to the conference.

For more information about this program, visit [www.nasstrac.org/2017Scholarship](http://www.nasstrac.org/2017Scholarship).

# Mastering the Retail Logistics Challenge With Freight Visibility & Orchestration



By Mathew Elenjickal,  
Founder and CEO,  
FourKites

The retail industry is a complex, dynamic sector, in which evolving

customer demands place stress on the end-to-end supply chain. Today, omnichannel retailing, mobile shopping, same-day delivery and growing volumes of customer and product data are forcing retailers to remain competitive and better respond to evolving customer needs and preferences.

Online retailers' success is even driving change in how retail businesses operate in today's changing marketplace. With the pressure on "brick and mortar" stores to increase revenue, managers are now requesting a new level of visibility into incoming inventory.

Successful performance of a retail business is highly dependent on the availability of products. You need to ensure efficient and accurate replenishment in all your distribution centers and retail stores.

A modern approach to supply chain logistics is required for success. Visibility into transport logistics becomes a pivot point in achieving competitive performance in the retail industry.

## Inbound Supply Chain Visibility

Without visibility, managing the inbound freight from vendors can be like "flying blind." A real-time freight tracking platform provides visibility to the key organizations involved in your inbound shipping process: purchasing, track and trace teams, and distribution center management teams.

## Purchasing

Your inbound purchasing department's biggest mandate is reducing the cost of

procurement of materials, goods and merchandise. What they do not want to spend their time on is searching for the status of their orders. Following up with vendors and suppliers is time they could be spending negotiating better deals or researching other procurement options. With just a glance at a real-time freight visibility and orchestration platform, they can quickly see an order's status and whether that load is at risk. The purchaser, thus, can be proactive in adjusting scheduling and receiving if necessary.

## Track and Trace

Track and trace organizations are always chasing orders in the supply chain. This type of "reactive cost" can affect overall profitability. They chase all loads, not just the ones that are in trouble. Only handling the exceptions significantly reduces the time and effort used to rectify the issues. With a visibility platform, the track and trace team members can create their own filters to only show loads running behind schedule.

## Distribution Center Operations

Distribution center operations, inventory, schedules and personnel management are in constant flux based on when carriers arrive. If a carrier is early: Is there a dock open? Are there personnel to unload? Will your carriers charge you assessorial fees if their drivers must wait? What if a truck shows up late — are you paying the dock personnel to sit and wait for the truck? Is another carrier waiting to go out because the goods they need are on the incoming truck? A tracking platform lets you see into the carrier logistics and proactively rearrange the schedules, personnel and inventory.

## Visibility Into Outbound Shipping

Managing the flow of goods from the distribution center (DC) to either another DC or to brick and mortar stores is just another link in the shipping chain that often times

"goes dark" after the carrier leaves with the inventory. Visibility into a shipment's location, ETA and other environmental factors makes managing loads easier and helps eliminate risk.

## Distribution Center to Distribution Center

Managing the flow of inventory from DC to DC is crucial to making sure your business has what it needs, when it needs it. Similar to inbound inventory from vendors, DCs need to know when trucks will arrive to pick up loads and when they will get to the next DC to offload. With freight visibility, DC operation management can plan more efficiently and manage their resources effectively.

DC to DC transports can also come with increased risk due to longer hauls. A tracking platform can provide the visibility that can allow for change management when things do not go as planned. Being able to see where carriers are for re-routing purposes can save time, money and unnecessary work.

## Distribution Center to Stores

Key to exceptional customer service is a streamlined shipping-and-receiving process that limits merchandise stock-out or staff disruptions due to delivery challenges. For example, if a delivery comes outside of a specified window, that shipment is likely to be turned away.

If a delivery is turned away, that means your expensive inventory is sitting stationary and not on your shelves. With freight visibility, both DC operations and store management can see where the trucks are and get an estimate of when they might arrive. This allows all parties involved to be proactive in arranging alternate delivery windows.

Sometimes a product will have better response in a certain area of the country than another. Visibility into where your inventory is when it's on the move allows

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## Mastering the Retail Logistics Challenge With Freight Visibility & Orchestration

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for “on-the-fly” rerouting of inventory. Using real-time visibility, you have the flexibility to see which carriers are closer to a particular store that may be out of that very popular inventory.

### Visibility With Real-Time Tracking

Supply chains are complex, and comprehensive visibility can't be readily provided with a single one-to-one connection. A real-time tracking platform helps you manage through technical integration with three data sources: location, truck and unstructured data.

With the top platforms, location data is provided through integration with the leading Electronic Logging Device (ELD) vendors, providing connectivity to more than 3 million installed devices today. The number of digitally connected trucks will expand in 2017 as new Federal Motor Carrier Safety Administration (FMCSA) rules take effect.

Leading platforms are integrated with Transportation Management, truck dispatch and warehouse management systems to retrieve the truck numbers assigned to specific shipments.

Finally, look for a platform that continually collects and aggregates environmental information through unstructured data sources including weather, traffic, loading/unloading times and estimated driver hours of service. ●

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*Matt Elenjickal is the founder and chief executive officer of FourKites. Elenjickal recognizes pain points in the logistics industry and designs elegant and effective systems to address them. His vision for the product and the team have defined FourKites' success and provide focused direction for continued growth.*

## Old Dominion CEO on US Infrastructure



*By David Congdon,  
CEO, Old Dominion  
Freight Line*

As the new administration begins its drive to fulfill campaign pledges, one area that promises to secure support across the political spectrum is an effort to improve the nation's infrastructure. As on all issues of import, there are varying proposals and competing interests. But virtually all Americans, regardless of party and geography, agree that it is time to address the crumbling state of America's roads, bridges and transportation infrastructure.

Our company employs nearly 10,000 drivers who traverse our nation's highways, interstates and major state roads 365 days each year. Old Dominion knows firsthand that our roads, bridges and tunnels are in a state of disrepair that is sometimes so dangerous as to be life-threatening.

The commercial cost to the taxpayer in the form of slower deliveries, higher prices and inefficient logistics is considerable, and getting worse each year.

America craves an economy that is productive, growing and beneficial to all. Achieving that goal demands an investment in infrastructure development. That is the kind of investment that pays short-term and long-term dividends in job creation, business efficiency and ease of mobility, not only for commercial interests, but also for the motoring public.

The cost of such a commitment is expensive: up to \$1 trillion over a decade. But adjusting the tax code to incentivize private investors can provide a benefit that citizens in every state will reap. Every good and service that the American consumer enjoys travels, at some point, on our highways via trucks. Delivering those goods and services efficiently and effectively over a refurbished highway, bridge and road system is an investment that will employ hundreds of thousands of workers,

provide a boost for commerce and ensure that America's economy maintains its competitive edge for years to come.

Our company continually invests in modernizing and expanding our infrastructure. We applaud an enlightened approach that seeks to invest in those tangible, real assets that improve the way of life of all citizens, provide jobs and enhance commerce. The nation deserves no less, and we're proud to support this forward-looking policy. ●

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*David S. Congdon is the vice chairman of the board and CEO of Old Dominion Freight Line, Inc., a transportation and logistics corporation founded by his grandparents in Richmond, Virginia, in 1934. Congdon led the company as president, COO from May 1997 until January 2008, when he became the company's CEO. Over the last 45 years, he has served in various positions and leadership roles within operations, maintenance and engineering.*