



DRIVING FORCE

JUNE 2009 NEWS QUARTERLY

SBL ENTERS THE TRANSPORTATION MANAGEMENT SYSTEMS BUSINESS

With virtually exclusive licensing of VisiShip and VisiTrack Transportation Management System (TMS) technology for the bulk shipping industry, Superior Bulk Logistics has strategically positioned itself to expand its logistics management services offering. Working in collaboration with Transportation Management Technologies and Cogent Solutions LLC, SBL committed to VisiShip and VisiTrack after a thorough search of competing TMS technologies.

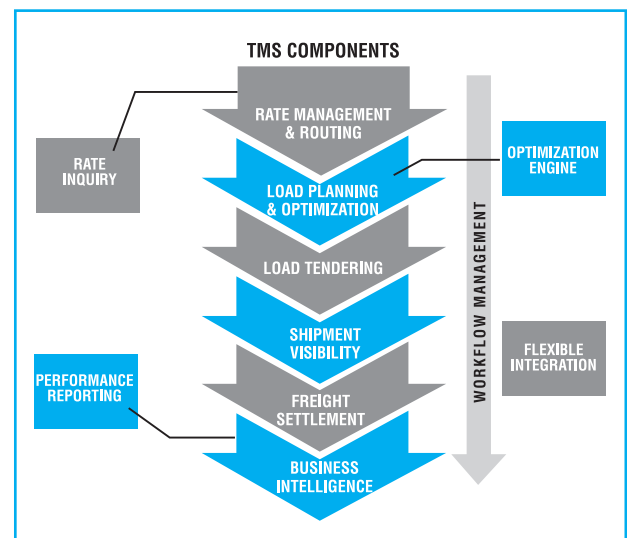
The VisiShip TMS is a web-based suite of logistics solutions for multiple modes of transportation and related processes. The system's flexibility, low cost and ease of integration enable it to be implemented by small and large shippers alike, providing an immediate return on investment.

Carry Transit VP-Business Development Joe Nolan, who spearheaded the VisiShip initiative and licensing agreement, commented: "Building on SBL's sixty years of transportation and logistics expertise, this enhanced technology broadens our scope of transportation management services. The secure web-based platform allows the deployment of applications across multiple facilities to registered users, and provides robust applications to support full shipment lifecycle processes. In my experience as former Director of Global Logistics of a Fortune 500 company, this TMS system offers real advantages for cost-effective management of transportation modes."

VisiShip provides clients with integrated tools for planning, execution, visibility, communication, measurement and analysis. By using VisiShip as a management platform, and leveraging its own logistics expertise, Superior can meet the needs of clients who choose to outsource their transportation management functions by providing planning and logistics services to shippers of bulk and packaged freight.

SBL's Senior VP and Chief Marketing Officer Gary Watt is pleased with the VisiShip choice. "We evaluated several TMS packages, some more complex and expensive than VisiShip, but we feel that given its ease of use, flexibility and affordability, VisiShip is the ideal fit for our customers. Joe Nolan was the right guy to drive this initiative because he understands what shippers deal with on a daily basis. Logistics managers tend to welcome VisiShip because it produces such positive outcomes in terms of efficiency — results that frankly make them look great."

Nolan feels that SBL's VisiShip offering is particularly timely in today's challenging economy, where customers are seeking every possible cost and time savings. "Customers clearly want more visibility of their supply chain operations and processes. SBL's goal is to help customers realize those objectives. This technology can provide visibility to multiple users at multiple sites to coordinate and manage logistics operations. It's easy to integrate and implement, and because it provides the business intelligence needed to measure performance, the shipper can make cost-effective strategic decisions that result in lower costs and improved service."



TMS provides decision and process support throughout the entire transportation cycle.

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SBL ENTERS THE TMS BUSINESS...

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One popular feature of the VisiShip technology is its security versatility, which permits customers to choose which data are shared with other system users. Watt commented: “Shippers can firewall certain data — say, rates of other carriers — that they don’t want us to see.” Additionally, SBL offers a variety of VisiShip implementation solutions from full shipper control with SBL solution design and implementation assistance only, to shared shipper and SBL daily use, to full outsource by the shipper to SBL. The latter solution is a further enhancement of a working arrangement that has existed for years in which SBL personnel are located onsite in customers’ plants and offices.

Along with Nolan, Logistics Analyst Dave Krimpenfort and Strategic Analyst John Burns III

were instrumental in getting VisiShip off the ground at SBL. Superior’s Executive VP-Sales Wes Stone led the successful marketing effort for SBL’s first implementation of the technology with a major distributor of food grade products in the Cincinnati, OH area, with excellent results for both the shipper and SBL. Watt observed: “Going forward, SBL will depend upon its sales team to identify target accounts, and we’ve got a short list already in place for expansion of this new service.”

Through its VisiShip and VisiTrack TMS technology and logistics management service offering, SBL continues to demonstrate its commitment to helping shippers achieve cost effective supply chain excellence. ▲

BENEFITS OF VISISHIP TMS TECHNOLOGY

Lower Freight Costs: Hard dollar benefits in routing guide compliance, load planning, freight payment and overall process efficiency. Carrier/rate optimization of existing contracts alone typically reduces freight costs by 5-10%.

Logistics Control: Improved shipment visibility, automation and measurement for the complete order lifecycle. Costs controlled through up-to-date, accurate freight accruals and fuel surcharge calculations. Comprehensive reporting package for carrier scorecards, operations status and financial performance.

Customer Service: Enhanced customer service through real-time tracking, advanced shipping notices, automated event notification and dynamic exception management. Manages exceptions through automated detection and immediate highlighting for your attention. Robust tendering engine improves ability to get loads covered efficiently.

Decision Support: Better planning and logistics decisions driven by optimization recommendations, key performance metrics and instant carrier scorecards. Translates to more time for managing and planning, less time wasted on manual tasks.

Advanced Communications: Immediate access to electronic communications [EDI and internet] with your carrier base. Notifies key parties as operational events occur [configurable to send automatic messages to transportation managers, warehouses and customers].

High Return on Investment: VisiShip implementations proceed quickly, and projects typically pay for themselves within the first three months. The easy-to-use, intuitive system adapts to fit your business process.

VISISHIP SERVICES

RFP Management and Transportation Procurement

- Utilizes its rating engine to model your business to provide lowest cost analysis for your shipments
- Provides critical analysis for carrier selection and network optimization

Rate, Contract and Carrier Management

- Rating engine provides web-based reference tool for rate look-up
- Includes access to PC*MILER
- Manages carrier performance and non-conformance events
- Rate and contract management services may be subscribed to separately

Order Processing

- Load planning and optimization
- Shipment tendering utilizing multiple methods
- Critical event and shipment status notification

Freight Settlement

- Eliminates need for external third party audit and settlement services
- VisiShip rating engine builds accruals for each shipment
- Integrates with accounting system to provide financial data
- Rates are audited and flagged if necessary based on shipper’s tolerances
- Mass settlement tools increase productivity

Business Intelligence and Reporting

- Document Imaging – Can store and view scanned images of shipment documents. Files can be located by a simple search for the shipment, order, PRO or BOL number.
- Event Notification – Users can subscribe to shipment events and exceptions; when these occur, the user is immediately notified by email or fax.

SUPERIOR CARRIERS *News In Brief*



WHY OUR FRONT LINE PEOPLE ARE OUR BEST PR!

Recent customer feedback reminds us that no matter how large your company, great service usually boils down to “small” one-on-one interactions and individual performance excellence. In April, Colonial Terminals Account Representative **Paul Meyer** wrote us to say: “I just had the pleasure of talking with two of the nicest Superior drivers. One was taking the Bayer load to Columbus, GA, and the other was waiting to load Evonik Degussa. Both men represent Superior in a most honorable way. It is refreshing to know they are driving for my account. I just had to let you know.” Superior’s Savannah, GA Operations Supervisor **Deborah Long**, identified these dedicated employees as **Curtis Clifton** (Columbus, GA) and **Charles Brown** (Theodore, AL). Meyer subsequently wrote to Savannah Terminal Manager **Wil Nichols**: “When we first started shipping for Celanese years ago, Superior earned my business and respect. Using Superior for anything makes my life easy. The icing on the cake is working with the people. I feel sure it’s this way from the president/CEO down to the man who changes the rig’s oil. I will not/cannot believe it has anything to do with me. It is your company.” Thank you, Paul . . . and rest assured, our success is a team effort!

In another example of how drivers are our best PR reps, we received an email from **Kay McCoy**, Senior Account Manager/Technical Sales for Pulchra Chemicals, a Cognis customer, complimenting Greer Independent Contractor **Tony Anderson**: “The [March 19th] delivery to Orian Rugs where we offload into totes went very well. The personnel at Orian commented to me that the driver was very helpful and pleasant to work with. He left a very good impression with the Orian customers.” **J. Machen Clark**, our Logistics Support Coordinator at the Mauldin, SC Cognis plant, echoed McCoy’s comments: “I was advised that Tony was more than helpful with the unloading of the product even though it was a customer unload. In this tough market, it is good to hear such positive comments about our drivers from the customers we serve.” Thank you, Tony, for your consistently positive attitude and work ethic.

“Once again, our Greer and North Charleston drivers have demonstrated that they are Superior drivers!” commented Greer Terminal Manager **Phil Henderson** on SBL’s recent performance at the annual South Carolina Trucking Awards competition. “The combined terminals won the ‘Tank Inter-City 2,000,001 to 5,000,000 Miles’ category as well as the ‘Tank Combined 2,000,001 to 5,000,000 Miles’ competition.” Safety Supervisor **David Durham**, Director of EHSS **Randy Vaughn**, and North Charleston Terminal Manager **Linda Berger** all extended their congratulations on the awards, which were presented at SCTA’s 75th Anniversary Safety Awards Banquet in Columbia, SC on March 25th. Southern Region VP **Brian Nowak** added: “The Greer, SC and Charleston, SC terminal teams are to be highly commended for their constant adherence to safe operating practices.” ▲

IN MEMORIAM



**Donald “Donnie”
Guy Lee**

We regret to announce the passing of Greer, SC Terminal driver Donald “Donnie” Guy Lee, age 36, on February 23, 2009. Donnie was a well-liked over-the-road driver hired by Superior Carriers out of Greenville Technical College in December 2007. Prior to joining our company Donnie served in the U.S. Army, and worked as a Greenville City police officer and as a pilot for Continental Airlines.

“Donnie was one of those guys you were happy to see walk in the door, and he always had a smile and handshake,” recalled Greer Terminal Manager Phil Henderson. “He was highly thought of by management and drivers alike.”

Superior Carriers extends its deepest sympathy to Donnie’s family and friends. ▲

AURORA, NC TERMINAL UNDERGOES PERSONNEL CHANGES

by Johnny Williams, Eastern Region VP

We congratulate Mike Brown, Aurora, NC Terminal Manager, on his recent retirement after many years of dedicated service to our company. Mike began his career as a driver for Central Transport in September 1982 in Nitro, WV. He was an over-the-road driver until April 1990, when he was promoted to what he called “terminal manager, tank cleaner and chief bottle washer” in Aurora, NC, at the time a new terminal with very limited facilities. In 1994, Mike assisted in the building of the present-day terminal, and moved in with his staff in October 1995.



Eastern Region VP Johnny Williams congratulates retiring Aurora, NC Terminal Manager Mike Brown.

Since the facility opened, the Aurora terminal has provided dedicated service to PCS Chemical. Mike and his team take the service they provide to this critical customer very seriously. Over the years on many occasions PCS has extended their appreciation for the top-notch performance demonstrated by Mike and his team.

Mike's immediate retirement plans include visiting family in Utah. He's indicated that he may move back to West Virginia to be closer to his grandsons. We extend our warmest wishes to Mike, who has earned every minute of his retirement!

Mike is leaving Aurora in good hands, as driver supervisor Larry Oetter has been promoted to Aurora terminal manager. A 19-year veteran of the transportation industry, Larry has spent the last decade working by Mike's side servicing PCS. Larry has been a professional photographer for 29 years, and currently lives in Aurora on the Pamlico River with his wife Carolyn and daughters Michelle and Jamie. We are confident that Larry will continue to provide Superior Carriers with the same level of great service that has been established at Aurora.

We also are pleased to announce that Danny Willis will move from a dispatch trainee role to

dispatcher. Danny joined Superior Carriers as a driver in November 2005. Since becoming a dispatch trainee several months ago, Danny has exhibited an excellent ability to learn the day-to-day activities of the Aurora facility. Prior to joining Superior Carriers, Danny served in the United States Air Force as a security policeman. While in the service his responsibilities included dispatching response teams to emergencies (in civilian life this would be a 911 dispatcher). Danny was later retrained in aircraft maintenance for the F-111 aircraft where he not only repaired aircraft but coordinated personnel and parts to meet flight schedules. Danny says he is “married to a great wife who is a hospice nurse”. Danny's interests include close-up or macro photography. Congratulations, Danny! We are confident that you will do a fine job.

Please join me in commending Mike, Larry and Danny on their respective achievements. ▲



Aurora Terminal Manager Larry Oetter (left) with Dispatcher Danny Willis

NEWS FLASH!

SBL HAS BEEN CERTIFIED

TO THE NEW

ISO 9001:2008

STANDARD

Safety Zone



CONGRATS TO SAFETY CHALLENGE AWARD WINNERS!

by Randy Vaughn

Since the last *Driving Force* was published, we have announced and presented the awards for our 2008 Annual Terminal Safety Challenge.

All winning terminals received a “traveling plaque,” to be displayed until next year’s winners are announced. Each winning terminal also received a permanent plaque and banner, which will remain at their terminal location as continuing recognition of their success in 2008. Personnel at the winning terminals who were employed during the contest period received a gift recognizing their contribution to the safety effort.

Congratulations to all drivers, tank washers, mechanics, unloaders and office personnel who completed 2008 accident and/or injury free. Thank you for your commitment to our Safety Mission, and to the commitment YOU make to yourself and to your family. ▲

VEHICLE ACCIDENT FREQUENCY WINNERS

Superior Carriers

Over 2 Million Mile Category:
Sulphur, LA with a frequency rate of .89

Under 2 Million Mile Category:
Parker, AZ with a frequency rate of 0.0

Carry Transit

Over 1 Million Mile Category:
Decatur, AL with a frequency rate of 1.75

This was the second consecutive year that Carry's Decatur terminal won this award. This is a note-worthy accomplishment, and we wish them continued success in 2009!

Under 1 Million Mile Category:
Lafayette, IN with a frequency rate of 0.0

PERSONAL INJURY WINNERS

Superior Carriers

25 or More Total Personnel:
Atlanta, GA with zero incidents in 2008

Under 25 Total Personnel:
Axis, AL with zero incidents in 2008.

Carry Transit

15 or More Total Personnel:
Decatur, IL with one incident in 2008

Under 15 Total Personnel:
Jacksonville, FL with zero incidents in 2008

WIRELESS VEHICLE INSPECTIONS BECOMING A REALITY

by J. J. Keller

It may sound like science fiction, but significant progress is being made on a government-testing program that may soon lead to the wireless inspection of commercial motor vehicles.

Phase Two pilot testing of the “Wireless Roadside Inspection Program” is now underway, with the goal of evaluating various technologies and systems that, from the roadside, can:

- Wirelessly identify a commercial motor vehicle, its operating carrier, and driver; and
- Check the status of the driver and carrier, including hours of service, operating authority, and other compliance issues.

The pilot test will provide data and analysis to help decide if more extensive testing should be pursued, ultimately leading to the establishment of a national program. Pilot testing is expected to continue for another year before it is rolled out nationwide. Several states currently are using the program.

According to the Federal Motor Carrier Safety Administration (FMCSA), a fully functional wireless inspection program would allow the inspection of drivers and vehicles “100 times more often” than possible today. A side benefit is being able to keep drivers and vehicles moving and alleviating congestion.

The Wireless Roadside Inspection Program is a cooperative effort among FMCSA, the Commercial Vehicle Safety Alliance, Oak Ridge National Laboratory, the Tennessee Department of Safety, Volpe National Transportation System, and other organizations. ▲

RAIR Technologies Log Audit Program Underway

On May 11, Superior Bulk Logistics in association with RAIR Technologies began the GPS driver log-tracking audit process. This initiative ensures our compliance with the new FMCSA regulation pertaining to the audit of GSP tracking (position status) of bulk transport vehicles. RAIR Technologies will be auditing drivers' logs in accordance with the FMCSA regulations as it pertains to Part 395 - Hours of Service of Drivers (14 Hours on Duty – 11 Hours Driver - 10 Hours required off duty break – DOT Roadside Inspections), and as of May 11, the GPS tracking position information. All drivers should accurately record the information on their logs as they run their loads, and they will not have a problem with the new FMCSA/ DOT log auditing GPS requirements. ▲



CARRY TRANSIT EXPANDS CHICAGO AREA TRANSLOADING

103rd Street TBT Under Carry Management

In August 2007, Superior Bulk Logistics was selected by Norfolk Southern Corporation as the operator of its Chicago (103rd Street) Thoroughbred Bulk Transfer (TBT) site. Conveniently located on the southeast side of the city, for nearly two years the facility has transloaded food grade products as well as nonhazardous chemicals, carefully maintaining adequate railcar separation to meet customer product requirements and food safety/HACCP procedures.

As of May 1st, Carry Transit assumed from Superior Carriers the primary operation of this facility.

transfer services out of its Bridgeview, IL terminal. The short line serving the facility, the Indiana Harbor Belt Railroad Company (IHB), works with Carry to transload product at that location.

Again in conjunction with the IHB, Carry recently has added a second Chicago-area bulk transload location in Argo, near its Bridgeview terminal. The facility features 15 rail car spots, expandable to 100. Most important strategically, Argo is a “multi-rail service” site; the IHB short line connects to all major railroads servicing the Chicago market. Carry is pleased to expand its business relationship with IHB, which is the largest switch carrier in the U.S. Its



Rail siding at Carry's Bridgeview terminal

Carry's Bridgeview, IL Terminal Manager Brian Cosler, who oversees the 103rd Street site, stated: “We transload a high volume of various kinds of flour at this busy, FDA-registered location, and it's a 24/7/365 operation. Because Superior Carriers still manages some nonhazardous chemicals there, the staffed site remains a collaborative effort between our two companies.”

The TBT continues to operate as an “open” facility; meaning rail shippers are free to select the bulk truck carrier of their choice for shipping. For more information, please contact Brian Cosler at 708-594-2200.

Argo Newest Transload Site for Carry

In February 2008 after a two-year hiatus, Carry Transit once again began offering food grade product

short line circles Chicago from near O'Hare Airport to northeast Indiana, and roughly parallels I-294 and I-80/94.

Carry President Jim Blackmon commented: “At Argo, we hope to continue our tradition of quickly expanding our transload sites to capacity, as we have done in Memphis, TN, Stockton, CA, Lakeland, FL and Arlington, TX. IHB and Carry Transit have jointly invested in the site development and will jointly market the facility. We anticipate another successful cooperative effort.”

For more information about bulk transloading in the Chicago area, please contact your Superior Bulk Logistics sales professional or our corporate office at 800-654-7707. ▲

HOLYOKE, MA SUPERFLO PROJECT FEATURED AT ASLRRRA ANNUAL MEETING

On April 28, Pioneer Valley Railroad's Vice President and General Manager Mike Rennie and SBL's Senior VP & Chief Marketing Officer Gary Watt made a presentation on our joint bulk transload facility in Holyoke, MA, at the annual meeting of the American Short Line & Regional Railroad Association (ASLRRRA). The presentation, which took place in Las Vegas, Nevada, was in follow up to Pioneer Valley receiving the ASLRRRA's 2007 Marketing Award for this project.

In February 2007, Superior Carriers opened the rail transfer facility in Holyoke thanks to the combined efforts of a progressive community, a leading New England candle manufacturer, and

Pioneer Valley Railroad. The project represented an unprecedented level of cooperation between private industry and the city, boosting levels of industry within Holyoke, enhancing logistics for the customer, and expanding Pioneer Valley's presence into underutilized track in the community. Pioneer Valley Railroad, part of the Pinsky Railroad group, is a short line which operates primarily in western Massachusetts.

Following the ASLRRRA meeting, Rennie and Watt visited SBL's bulk transload site in Parker, Arizona and toured the nearby office and yard of Arizona & California Railroad, a RailAmerica short line operator. ▲

Superior Carriers News...

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KINGSPORT TERMINAL WINS EASTMAN SUPPLIER EXCELLENCE AWARD

by Steve Hicks, Kingsport, TN Terminal Manager

On April 30, in recognition of our accomplishments in 2008, the Kingsport Terminal received the Eastman Supplier Excellence Award. This is the second consecutive year that Kingsport has been honored with this prestigious award.

All areas of the transportation industry, including dry van, tank, rail, and marine, were commended for their service accomplishments. In order to qualify for the Eastman Award, a supplier must meet or exceed carrier reliability and on-time delivery expectations. In 2008, the Kingsport Terminal achieved 98.18% on-time delivery.

The letter from Eastman Chemical announcing the award stated in part: "As a recognized logistics

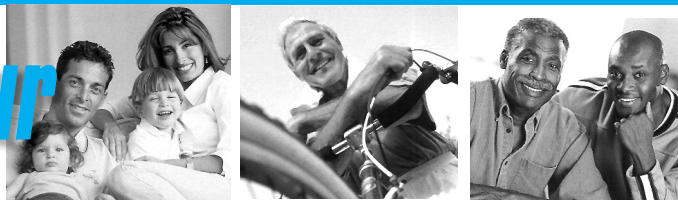
supplier to Eastman Chemical Company in 2008, you have earned the status assigned to Eastman's most valued suppliers. This designation signifies consistent performance in furnishing Eastman with high quality services and working on Eastman's behalf to improve our efficiency and competitiveness in today's challenging market."

We have an excellent staff and maintenance department in Kingsport, and we could not have received this award without their "Superior" efforts. The support from Superior's management and sales teams also has been invaluable. It takes everyone working together to achieve success. ▲



Front row, left to right: Pam Tilley (Eastman Chemical Company), Larry Goodman and Steve Hicks (Superior Carriers), Dustin Adams (Eastman). Back row, left to right: Eastman personnel Tina Davis, Jim Flemming, Ed Palmer.

For Your Benefit



EASY DOES IT! Six Ways to De-stress Your Life NOW

by Diane Wright

In our last “For Your Benefit” column, we talked about how important it is to recognize and manage stress, especially in financially trying times. We reminded you that our Employee Assistance Program (EAP) has counselors able to help with any problems you may have.

The day-to-day stress experienced by many people is typically a cumulative mass of anxieties about health problems, employment issues, financial concerns, etc. This is fairly normal, but large and unremitting amounts of stress take a huge toll on you physically and emotionally. Here are six strategies for coping:

Watch for and manage symptoms of stress.

These can include changes in sleeping and eating patterns, difficulty in concentrating, headaches, irritability, anger, and depression. You may be able to counteract some of these symptoms by getting adequate rest, eating healthy foods, exercising, and spending more time with family and friends.

Limit your exposure to media. As we all know, “good” news rarely makes the news. It’s great to stay informed, but overdosing on bad news about the economy or world events will make you feel more anxious, especially if you watch an evening program and take your worries to bed with you. Limit your viewing, listening or reading to a few sources that you trust.

If finances worry you, pull together with family and friends for emotional support and to brainstorm ideas on how to save money. You might share the cost of childcare, or swap caregiving responsibilities. Carpooling lets you do something good for the environment while you’re saving money.

Review your budget realistically. Track your spending for a month. You’ll be amazed at how much you waste on unnecessary extras! Trim visits to restaurants and take-out meals; plant a vegetable garden instead, and let the whole family contribute to high quality,

inexpensive, healthy eating. Limit entertainment, cable television, cell phone and Internet use. Make frugality a game, and shop smart: use coupons, buy in bulk. Ask yourself if you really need your next purchase; often waiting a day or two will put that impulse buy in perspective. Use the money you save to pay down debt or increase your emergency cash fund. Twenty dollars a week saved equals more than a thousand dollars a year! Start small, and be consistent.

If you are in debt and at risk of falling behind on your payments, call your creditors before that happens and see if they will lower your interest rate and/or monthly payments.

“God grant me the serenity
To accept the things I cannot change;
Courage to change the things I can;
And wisdom to know the difference.”

From The Serenity Prayer, by Reinhold Niebuhr

Manage at-work stress. If your current financial situation is affecting your ability to concentrate at work, speak with your manager about it, and go over what steps you are taking to handle your stress. Make a habit of doing breathing exercises and taking short breaks. Let

your manager know if you have concerns about your employment. Don’t get caught up in rumors; ask your manager about them if they worry you.

Revisit proven stress-busting strategies. What has worked for you in the past? Reviving your pleasure in a favorite hobby? Enjoying low-cost outings with your family, such as summer picnics? Sports activity, or meditation? Try to stay in a positive frame of mind, and eliminate toxic, negative people from your life. **Don’t hesitate to seek help from the professionals at Ceridian’s LifeWorks program at LifeWorks.com — user ID “superior”, password “bulk.” ▲**

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