

# directions

**Saia Mission Statement:** "Provide the best-in-class regional service defined by our Customer Service Indicators with cost-effective processes in an environment that respects employees and recognizes excellence."

A monthly newsletter for Saia employees April 2007

## Miner Honored for Heroism at Mid-America Trucking Show

Recently, The Goodyear Tire and Rubber Company recognized Saia employee, Richard Miner, a driver working out of the Phoenix, Ariz., terminal, as one of its finalists for the 24th Annual North America Highway Hero Award. He and four other drivers were honored on March 22 at the Truck Writers' North America annual banquet held during the Mid-America Trucking Show in Louisville, Ky. Miner was chosen for the recognition because last fall, he stopped to help a young motorist after she was involved in a serious car accident.

Miner was traveling east on Interstate 10 near Phoenix when another tractor-trailer swerved into the path of a car forcing it off into the median. The car rolled several times after which it landed upside down. Miner pulled over and ran to the accident scene where he saw that the car's roof had collapsed and a woman was trapped inside. When he returned to his cab to call for help, the car burst into flames. Miner ran back to the car, used his extinguisher to put out the fire, pried one of the vehicle's doors open, and pulled the woman to safety. He stayed with the severely injured young woman, cradling her head, until emergency personnel arrived on the scene.

Though another driver went home with Goodyear's grand price, Miner received a \$5000 United States savings bond and a plaque for his good deed.

"Richard Miner's actions embody what it means to be a professional truck driver," said Saia



Richard Miner being recognized at the ceremony.

President and CEO Rick O'Dell. "We are all very pleased by his recognition from Goodyear and are honored to have him represent the company."

Miner, who has been employed with Saia for the past five years, is the second company employee to be honored by Goodyear in the last two years. Doug Crawford was named the Goodyear North American Highway Hero for 2005.

"Truck drivers are true American heroes," said Steve McClellan, vice president for commercial tire systems for The Goodyear Tire & Rubber Company. "They have become the eyes and ears of our highways. And when we've needed help, they (have) stopped and put themselves in harm's way."

Founded by Goodyear in 1983, the hero recognition program honors professional truck drivers and the often unnoticed, life-saving rescues and roadside assistance they provide as their jobs take them across North America.

## 2006-07 Chairman's Award Winners Named

Six Saia employees have been named recipients of the 2006-2007 Chairman's Award. Pedahel Barnett, Ollie Cue, Glenn Foster, Robert Howard, Richard Miner, and Chris Smallwood were recognized as this year's honorees on April 19 at the company's annual shareholders' meeting held in Duluth, Ga. They were chosen from a field of 52 nominations.

Originated in 1997, the Chairman's Award seeks to recognize the outstanding accomplishments of employees who exude excellence, a deep commitment to customer service and the company, as well as a dedication to their colleagues and communities.

"Each of this year's Chairman's Award winners should be proud of their accomplishments," said Rick O'Dell, Saia president and CEO. "They all are to be commended for their hard work as they represent the best of Saia."

Barnett, an ATL dockworker, was chosen for his work ethic and nine years of dedication to Saia. His nominee said for the past six years, he has

## Executive Forum

Sally Buchholz, Vice President Marketing and Customer Service

The American Association of Marketing defines marketing as "an organizational function and a set of processes for creating, (communicating) and delivering value to customers..." In popular usage, marketing can take many forms. One of the most well known is the promotion of products, especially through advertising and branding.

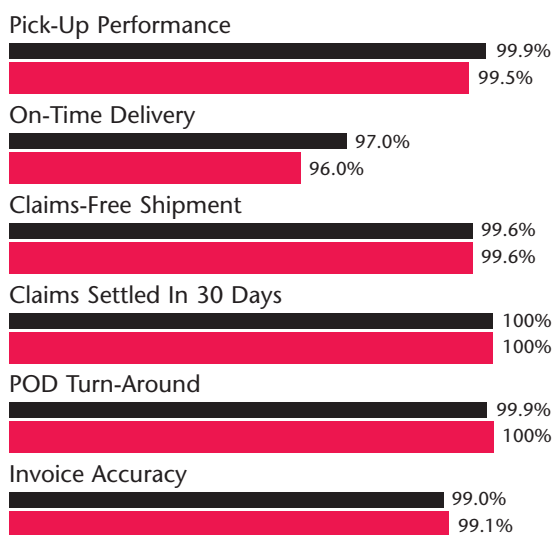
At Saia, this is one of the varied responsibilities of the marketing department. Most importantly though, we realize our goals are built upon the company's creed of Xtreme Performance, which is its dedication to service. Xtreme Performance characterizes Saia — who we are, what we do, and what our customers need and expect. Knowing all this allows us to market the company and its services. It creates a perspective by which we define ourselves.

Xtreme Performance is most effective when it starts with "xtreme" thinking. Marketing Saia means understanding the industry, our competitors, and our shippers. Being educated about the transportation industry allows us to know our company exists in an ever-changing environment. The economy, driver shortages and recruitment costs, fuel prices, e-commerce, regulatory changes, equipment requirements, and insurance costs all affect how we operate and how we market ourselves.

Additionally, knowing our competitors and where they stand gives us a competitive advantage. Do you realize that how we sell ourselves against the competition is constantly changing as carriers consolidate? Recently, Vitran acquired PJAX, FedEx acquired Watkins, YRC merged Reddaway and Bestway, and UPS acquired Overnite? Also, carriers are moving into new markets and they are bundling products and leveraging across company boundaries. Different regions have different competitors, which requires us to always look at where, as well as, how we are marketing ourselves.

Assessing our customers' needs also gives us a competitive edge. We asked our clients what's most important to them. In return, they said shipments delivered with no shortages or damage, freight delivered and picked up when promised, competitive pricing, and effective problem resolution are the keys to keeping their business and growing ours. In addition to knowing their expectations of us, we need to assess their shipping

## March Customer Service Indicators



■ Goal  
■ Actual



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## Benefits Corner

By John Ferguson – Director of Insurance & Privacy Officer

### Annual Women's Health Notice

Under Saia's health plan, coverage will be provided to a person who is receiving benefits for a medically necessary mastectomy and who elects breast reconstruction after the mastectomy for:

- » Reconstruction of the breast on which the mastectomy has been performed;
- » Surgery and reconstruction of the other breast to produce a symmetrical appearance;
- » Prostheses and;
- » Treatment of physical complications of all stages of mastectomy, including lymph edemas.

This coverage is provided in consultation with the attending physician and the patient and will be subject to the same annual deductibles and coinsurance that apply for a mastectomy. Employees with questions about this coverage should contact the member service number on the UHC health plan identification card.

### HIPAA Privacy Notice

Saia is required to provide our employees with regular Health Insurance Portability and Accountability Act (HIPAA) privacy notices. Regulations set forth an annual requirement to inform employees as to where they can obtain a copy of the HIPAA notice. In fulfillment of this obligation, any employee who wishes to obtain a copy of the initial or follow-up HIPAA notice may request these documents from the Saia Insurance Department at HGO. The number is 1-985-868-1030, extension 2375. Written requests can be mailed to P.O. Box A Station 1, Houma, La. 70363.

### Safer by the Dozen

Here are 12 steps to a safer home environment that are easy to do:

- » Use caution in the kitchen to avoid burns and cuts
- » Clear clutter from traffic areas and stairs
- » Secure loose rugs to the floor with carpet tape or non-skid padding
- » Use no-slip mats and grab bars in the shower and tub
- » Keep a phone and working flashlight close to your bed for emergencies — make sure the cell is charged. Post police, fire

and ambulance numbers on the phone or nightstand for emergencies. Consider posting these in the kitchen as well

- » Mount fire extinguishers in your kitchen or other key areas
- » Maintain smoke alarms on every floor and in key areas — consider installing carbon monoxide alarms too
- » Maintain adequate lighting, especially in staircases
- » Mount motion sensor lights outdoors to discourage intruders and to light your entrances at night
- » Apply exterior house numbers that are easily visible to emergency vehicles
- » Maintain a disaster kit of water, flashlight, blankets, non-perishable food and other important items for emergency use (Check out [www.redcross.org](http://www.redcross.org) for valuable information on how to prepare your home, family and pets for a disaster such as a hurricane, earthquake or tornado.)
- » Keep a first aid kit handy for initial care when injuries occur

### Tips for Coping with Stress and Maintaining Your Health

Some days it takes the strength of Hercules and the patience of Job to get through the day. Meetings, schedules, e-mails and the traffic all steal our time and energy. Deadlines, work productivity and conflict can often produce stress and, in turn, affect our work effort and mental well-being.

A recent article in the Personal Best Healthlines listed seven simple steps for workplace success that are worth reviewing. They are:

- » Stay positive in thought and behavior
- » Look for solutions to problems
- » Make a "to do" list
- » Learn from your mistakes
- » Stay flexible
- » Leave work behind at the end of the day — and finally
- » Get enough sleep
- » Stress is a part of human life — we just have to learn to manage it. The above items are certainly not a complete road map but they are food for thought.



Nearly 500 Saia employees attended the 2007 Xtreme Leadership Conference, "The Reel Story," this March. Held in Houston, Texas, the meeting, along with networking and fun, offered those working in sales and operations a series of workshops centered around their departments and the challenges/solutions they encounter each day.



### Saia Employee Receives New Home

(Re-printed, in part, from *The Courier*, Houma, La.)

Tammy Naquin, an HGO payroll specialist, didn't want to let go of her new keys. She held them out in front of her and then clutched them close to her heart.

"Look, I have keys to my own house. I never thought it possible to have a house of my own," Naquin said.

In Bayou Blue, La., Naquin stood in her new house, the results of months of work from her family and volunteers with the Bayou Area Habitat for Humanity neighborhood on Bon Jovi Boulevard. The singer, Jon Bon Jovi, and other celebrities including Oprah Winfrey, donated time and money to build houses in the region.

Naquin paused a few times to choke back tears while talking to the more than 30 volunteers, sponsors, family, friends and new neighbors circled around her living room. The house was blessed and dedicated to the Naquin family, who vowed to make the building into a home.

"We're happy to live here," Naquin said. "I can't wait to start filling it with all of y'all." Naquin, her son, Ian, and her mother, Helen, all grew up on Isle de Jean Charles, a thin



Jeanne Autin (left), executive director of Bayou Area Habitat for Humanity, hugs Tammy Naquin, a native of Isle de Jean Charles, in front of Naquin's new home on Bon Jovi Boulevard in Bayou Blue.

island at the southeastern tip of Terrebonne Parish, and all lived together in an elevated house. After years of hurricanes and flooding, Naquin said she wanted to live somewhere she could safely get to and from work at Saia in east Houma. During rains and floods, water covered the road leading to Isle de Jean Charles.

For Naquin's new house, Swift Energy Company, a Houston-based oil and gas company with facilities in Plaquemines, Rapides and Vernon parishes, helped pay for the building materials. AmeriCorps volunteers and others from around the country helped build the house.

### Signs of Spring – Phoenix Terminal Cleans House



Recently, the Phoenix terminal helped reduce janitorial and landscaping costs by pitching in to take care of some spring-cleaning themselves. Employees from the inbound dock operation put on gloves and cleaned the yard and fence line of trash and weeds. Led by their manager and supervisors, the crew not only had an excellent teambuilding experience, they also worked hard to show pride in the terminal.



Tony Albanese  
Senior V.P., Operations & Sales  
Atlanta Corporate Office

Dear Tony:

Your team is amazing. You all have surprised and delighted our leadership. We are looking forward to safe deliveries today and always. Green apron behavior for sure!

Lys King  
Starbucks

*(Editors Note: The Green Apron represents Starbucks' highest service award.)*

Dennis Ryerson  
Terminal Manager  
Seattle, Wash.

Dennis:

I work at AMPCO NW. We make bathroom stalls. I have sent out many jobs on different trucking companies. (I believe) **Glen Fralia**, a city driver, is one of the best drivers I have

met. He is nice and very considerate of both our product and us. I would recommend him to any one of my customers. Thank you!

Ray  
AMPCO NW  
Auburn, Wash.

Nathan Murdach  
Sales Representative  
TPA

Nate:

I just want to say "thank you" to you and the whole Saia Team. We had a shipment that went out with your company on March 2 destined for Provident Music. The planned delivery date was March 6. My customer called on the 5th and wanted it delivered on the 5th. With your help, this shipment was tracked down and found in Atlanta, Ga. The group in Atlanta (**Janice Duncan**) was great. They were willing to pull the shipment of seven skids off the

trailer so I could get someone else in to pick it up. Instead, I called my customer and asked if it would be all right if the shipment was delivered the next morning. They agreed as long as the shipment was there by 7 a.m. Janice gave me the Nashville, Tenn., number and I spoke to the team (**Scott McFeters**) there. I was told that if this freight could get to them in Nashville when promised, they would deliver it to my customer by seven o'clock. Both terminals were great and assured me that the shipment would get there. They were very understanding, friendly and helpful. Thanks again "Team Saia"

Dawn Schuyler  
Eaton, Inc.  
Shipping Department  
Clearwater, Fla.

### Letters Are Edited

*Letters to Saia Directions are edited for length and clarity. The editor strives to preserve each writer's point-of-view.*

## 2006-07 Chairman's Award Winners Named

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been working the toughest job on the Atlanta dock — retail freight. During that time, they said, Barnett has never let the operation down.

"When freight was heavy around the holidays, 18-hour days were often required," said Barnett's nominee. "He gave the time that was needed and would show up the next day with a smile ready to work." In his nomination, it was explained that Atlanta has been very fortunate that he is looked up to as the leader. "The rest of the crew follows his incredible attitude and strong work ethic," his nominee explained.

Cue, a TUL line haul driver, was selected because, while off duty, he stopped and offered assistance to a fellow Saia driver who had been involved in a traffic accident in Tulsa, Okla. Once the accident scene was cleared, he even followed the driver to the terminal to assist him in picking up his freight. Cue's nominee said, "This is an example of Ollie's willingness to help fellow employees and do whatever he can for the company."

Foster, the OKC terminal manager, was chosen because of his dedication to his terminal — turning it into a place where people in Oklahoma City want to work. In his nomination, it was explained that Foster has helped drive growth 19 percent at

the terminal while simultaneously improving service (97 percent in 2006), productivity, cost, and relationships between sales and operations.

"It seems whatever they (the OKC team) set their mind to, they can do, and that reflects good leadership," his nominee explained.

Howard, an MPS line haul driver, was selected because this past year he stopped to help a driver who had been seriously hurt in an automobile accident near the terminal. The driver of the car could not escape his burning vehicle so Howard used the fire extinguisher from his tractor to control the flames so he could pull the injured man to safety. His nominee said, "Thanks to Robert's heroic act, the driver was saved and taken to the emergency room for treatment."

Like Howard, Miner, a PHX line haul driver, was chosen because last fall, he stopped to help a young motorist after she was involved in a serious car accident. (See Miner Honored for Heroism at Mid-America Trucking Show article.) His nominee said, "Richard showed what it means to be a true Saia Hero."

In Smallwood's nomination, it was explained how important he knew the Dell account was to the Greensboro terminal — so much so that he decided to go a step further and give the Dell traffic department his

personal cell phone number with the caveat, "If you ever need me, call me, and I will do what I can to help you."

One weekend last year, while Smallwood, a GBO city driver, was on vacation with his family in Virginia, he received a call from Dell telling him they had loads ready for pick-up and they needed trailers. Smallwood drove home from the beach to make this drop.

In explaining why he left his family and drove to North Carolina, he told his terminal manager, "If it is important enough for you to come over almost every weekend to take care of Dell, then its important enough for him to do the same." Smallwood explained that after all, he had given Dell his number for that very reason and he felt like it was his job to take care of the customer.

His nominee said, "I wish the company had a lot more 'Chris Smallwoods.'"

In addition to being recognized at the shareholder's meeting, each winner received a trophy and \$1000 cash. They, along with a guest, were flown to Atlanta for a three-day retreat that included a trip to the Georgia Aquarium, shopping at The Forum, and an Atlanta Braves baseball game.

## Employee Service Anniversaries, April 2007

### 25+ Years

BOI	Richard Beaumar
DLS	Jack Ikey
HAT	Adrian Panquerne
HST	Stafford Moses
LAF	Craig Bordelon
LKC	Marvin Alex
MON	Curtis Brady
NOL	Sidney Hauer
	Larry Magee
	Dale Ruppert
NSH	Henry Curry
OMA	Mark Leber
	Randy Thompson

### 20 Years

ATL	Elbert Davis
DLS	Johnnie Bowling
PDX	John Satrapa
SPT	Ricki Quinley

### 15 Years

ATL	Cedric Adams
	Jeffrey Stafford
BHM	James Majors
NOL	Derrick Dearie
RNO	Ray Barnett
SLC	Richard Atkinson
TPA	Glynn Morgan
TSN	Mark Peevy

### 10 Years

ACO	Sally Buchholz
ATL	Donald Hensel
	Ernest Lewis
AUG	Henry Berry
BHM	Karen Matherne
	Bobby Salter
CIN	Harold Morgan
CLT	Tommie Driver
	Jim Dunn
	Jeffery Heinbach
CMB	Donald Deoring
DAY	Robert Arbogast
DLS	Reginald Barrett
	James Brown
	Carl Calloway
	Jose Villeda
	Dennis Williams
DSM	Brian Andersen
ELP	James Garcia
FON	William Simmons
GBO	Harold Bame
JAX	Jamie Petty
	James Scoggins
HRL	Jesus Gomez
HST	Louis Boessling
	Patrick Lewis
MAD	Kenneth Bishop
MIA	Glenton Hanson
	Rafael Vazquez
MKE	George Baerwald
MPS	Titus Dunning
	Larry Duvall
MTG	Richard Prestridge
OKC	Bobby Dehart
	Clifford Melson
PEN	Timothy Booker
RAL	Rossie King
RNO	Robert Martin
	John Tschopp
SAC	Glen Balcom
SBN	Frank Gonzales
SEA	Steven Mesler
SDO	Rigoberto Villalpando
TPA	Robert Douglas
	Jackson Lee
TUL	Frank Liddy
TUP	Christopher Coker
WAC	Henry Wasden

### 5 Years

ACO	Rufus Smith
	Scott Ware
AQE	Patricia Martinez
ATH	James Fry
ATL	Anthony Mathis
	David Pierce
	George Pringle
	Nathaniel Sikes
AUS	Joel Woodman
CMB	Tim Bird
FON	David Osewalt
DAY	James Hager
DET	Thomas Sipps
DLS	Daniel Barton
	Jason Guerrero
	Gerald Hoes
	Travis Malone
FON	Paul Amaya
FWN	Rodney Smith
GRL	Rudolph Cisneros
	Ronald Jackson
GVL	Marion Paris
HRL	Joe Rubalcaba
HST	Don Langford
	John Powers
LAX	Vincent Mendez
	Jaime Montero
LVS	Ronald Turner
MBL	Paulette Neyman-Glass
MIA	Adrian Nicholson
	Xavier Perez
MSP	Timothy Mudge
NSH	Milton Carney
OKC	Todd Radebaugh
OMA	Dale Harland
ORG	Troy Coleman
	Francisco Vazquez
PHX	Bryan Rubio
SAN	Ruben Valdez
SEA	Andrew Hatfield
SJO	Tony Sulog
SRO	Willie Beck
SXJ	Oel Groen

# Company Update

## Barroso Named New Corporate Account Executive

Juan Barroso has been promoted to the position of corporate account executive.

In 1992, Barroso joined the company as a sales representative. He later became the manager of the FTM terminal. For the past two years, he has worked as a national account executive in Florida and Georgia.

He and his wife, Jana, have two children — a boy, Ben, and a little girl, Gabi. Juan and his family will be re-locating to the Atlanta corporate office.

## Smith Promoted to National Account Executive Position

Steve Smith has been promoted to the position of national account executive. Smith joined Saia in 1999 as a sales representative. In 2005, he was promoted to business development executive. Smith has been a "Best-in-Class" winner for many years. He will be responsible for national accounts in Maryland, Virginia, West Virginia and North Carolina.

Smith and his wife, Carla, have a daughter, Elizabeth, and three sons: James, Matthew and Michael.

## Vozza Promoted to Pricing Analyst

Heather Vozza has been promoted to the position of field accounts pricing analyst at the ACO. She has been with Saia for five years and comes to the Pricing Department from the Customized Accounts division where she was an account representative.

Vozza will coordinate field pricing for customers and sales representatives in regions to be assigned upon completion of her initial training period. She and her husband, Doug, have a 3-year-old son, Carson.

## Wisely Moves to Austin; Named New Terminal Manager

James Wisely has been promoted to terminal manager at the Austin, Texas, facility. He has more than 23 years transportation industry experience and has been a Saia employee for the past 12 years.

Wisely has extensive skills and experience in the Saia system working in operations and line haul. Most recently, he worked as an operations manager at the AUS terminal. He and his wife have nine children — seven boys and two girls, ages 7 to 24.

## Executive Forum

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requirements in relation to their industry and location. We need to know what type of environmental factors affect their organization.

This type of strategy is a market driven approach where we anticipate the needs of our customers and we accurately implement services to fulfill them. We add transit times when customers need them. We add coverage area because customers require it. We advertise our strengths as they align with market needs and we design new products to meet future customer requests.

To achieve Saia's goals, Saia's Marketing Department works with sales and operations to develop a cache of tools that advertise our services. From a "Welcome" kit and Web site to trade ads, we showcase our accountability, our extensive reach, our Xtreme Guarantee and Select services, our technology, our excellent customer service, high safety standards, and equipment.

Marketing is just one factor of the Saia equation. Great accomplishments are not attained on impulse but through a series of small actions. It's an attitude, it's teamwork, and it's dedication to our customers and the company. That's what it means to be "xtreme." That's what it means to be Saia.

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A monthly newsletter  
for Saia employees  
April 2007



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Executive Forum  
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Benefits Corner  
Saia Employee Receives New Home  
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Company Update

We Want To Hear From You

Share your input on the Saia Directions newsletter. What do you like? What would you change? What would you enjoy seeing more of? Send information to: Jeanne S. Jump, Corporate Communications Coordinator, 11465 Johns Creek Parkway, Suite 400, Duluth, GA 30097 or [jjump@saia.com](mailto:jjump@saia.com).

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