



### May 2002

A monthly publication for all Saia employees

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## New Racking Beams Mean More Efficient Way Of Loading Freight

The purchase of 500 new 53-foot trailers equipped with vertical tracks to connect with steel racking beams is the first step to a more efficient way of loading Saia trailers, which will result in less damage of customer freight and fewer claims.

The vertical tracks are built into the trailer walls – every two feet – allowing for a smooth wall. Neither freight nor forklift will catch on the tracks. The tracks have slots that are used as connecting points with the beams.

“Each end of each beam has a fitting that securely connects into slots on the vertical



Racking beams fit neatly along trailer wall.

tracks,” said Phil Jennings, director of process and development, safety and training. “Therefore the beams will connect on each side of the trailer making for a stable structure to hold the freight. You could even fit a standard three-fourth inch piece of plywood across three beams to make a floor if necessary.”

Three beams connected in the appropriate slots two feet apart are just the size to securely hold a pallet. A pallet not resting properly on three beams could shift during transit, causing spilling and damaged freight. “It’s very important that the beams are connected correctly and that the freight is loaded properly on top of the beams,” Jennings added.

“During the next month, we will instruct our drivers and dock personnel on the proper way to use these racking beams, how to connect the beams and how to load freight on them,” he said. “It’s an easy-to understand procedure that properly used will provide for more efficiency in handling freight.”



Racking beams are helpful in several ways.

There are numerous advantages to using the racking beams:

- The beams can be adjusted to any height necessary for stacking freight.
- Each beam will support 2,000 pounds.
- In addition to holding freight, the beams can be placed in front of or behind the stacks of freight to brace or block other pallets to keep those pallets from shifting or moving during transit.

Obviously, the more beams that are installed in the trailer, the more weight and more

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## After 40 Years, No More Bills For Jackson

When Gilbert Jackson was interviewed for his job as a Saia driver, his hiring process consisted of only two important questions – Can you read and can you drive? When he answered yes to both, he was handed a stack of bills. After 40-years of service to Saia, Gilbert was handed his last stack of bills last month.

Gilbert began his career with Saia on March 4, 1962 and remembers well one of the most important parts of his daily routine. In the morning when he reported to work, the first and most important task of the day was getting a truck started so he could then jumpstart the rest of them, he said. And during deliveries, you didn’t turn the engine off for fear it might not start again.

The truck Gilbert drove was a “bobtail” nicknamed “Luburta” and he said it didn’t have any doors. When he went around a curve, he said, he had to be sure to hold on tight so he wouldn’t fall out. “Luburta” and Gilbert went through many trips together a few very memorable ones. He said he was delivering one day when he couldn’t get “Luburta” to stop. He hit a train, knocking the guard rail and steel off the train, but no damage to the truck.

Gilbert says there have been a few hard times, but a lot more good times during his 40-years with the company, but he has always enjoyed working for Saia. His advice to young drivers is to go out and “do the job you were hired to do and give 100 percent each day.”



Jackson At Retirement Party With Saia President Rick O'Dell

On his retirement, Gilbert plans on playing music, one of his biggest pleasures, and possibly starting a small lawn service.

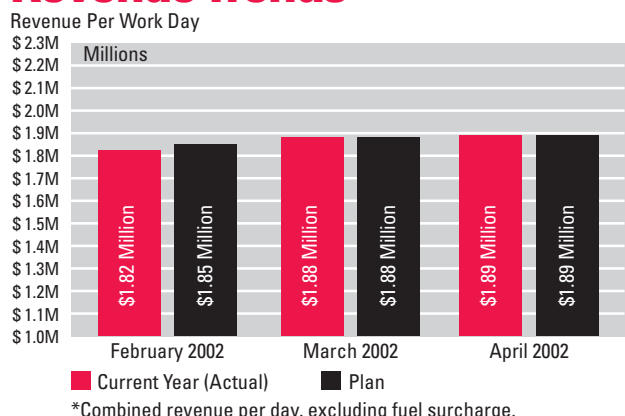
Gilbert was honored in a retirement party recently by his co-workers, Saia President and CEO Rick O’Dell, by his terminal manager in Lafayette, Craig Bordelon and Saia Vice President of Human Resources Reuben Gegenheimer.

### April Customer Service Indicators

Indicator	Goal	Actual
Pick-Up Performance	99.90%	99.50%
On-Time Delivery	97.00%	96.50%
Claims-Free Shipment	99.60%	99.50%
Claims Paid 30 Days	100.00%	100.00%
POD Turn-Around	99.40%	99.40%
Invoice Accuracy	98.50%	98.50%



### Revenue Trends



# Benefits Corner



## Moms-To-Babies Maternity Management

By John Ferguson – Director of Insurance

A benefit in our Aetna PPO health plan has been a maternity management program called "Lil Applesed." This unique program has been very popular with mothers-to-be and dependents. Additionally, it has been received favorably by the obstetrical care providers in our network.

Recently, Aetna revised the program and adjusted the key features to better serve the recipients of this service — mothers and their babies.

The program now includes these changes:

- > A name change to "Moms-To-Babies Maternity Management Program"
- > Assistance in accessing prenatal care benefits
- > Case management by registered nurses, who will assist in arranging covered services, coordinate covered specialty care, review the program's features and answer general pregnancy-related questions
- > A pregnancy risk survey, which helps members identify potential risk factors and pregnancy complications
- > Nurse case management and targeted education relating to any risk factor(s) identified on the survey
- > Smoke-free moms-to-be, a personalized stop-smoking program designed specifically for pregnant women
- > A comprehensive pregnancy handbook, including detailed information on prenatal care, labor and delivery, newborn care, nursing and feeding, postpartum depression and other pregnancy-related health issues
- > Focused, educational information for dad or partner
- > Translation services in 150 different languages to assist members in communicating with program staff
- > Program materials in English and Spanish

Contact can be made by dialing 1-800-272-3531 or by accessing Aetna's website (Aetna.com) and using the search feature and typing "Moms to Babies". There is a very informative handbook that is available upon request. The Houma General Office Insurance Department has a limited number of the handbooks available.

This is a wonderful benefit that is provided free of charge to our PPO participants.

If a little one is on your horizon, please consider this program and take advantage of what it offers.

## Tony Sanchez Is Presented the "Tony Richards Award"

Denver Sales Representative Tony Sanchez has received the "Tony Richards Award" presented to him during the regional development meetings by Senior Vice President of Operations and Sales Tony Albanese.

Saia President and CEO Rick O'Dell inscribed the following on the award: "For your dedication and commitment to Saia. Efforts such as yours make it clear why we are and will remain a successful company. Thank you for being a member of the team. You made it happen."

Sanchez volunteered time to assist on the operations side of the Denver terminal. Whether it was delivering freight, working an operations shift or handling customer service, he performed it. He also worked with some OS&D, did dispatching and trailer hosting. "Tony performed all that was asked of him while maintaining a great attitude, which shows a great sign of leadership," said Albanese.

Sanchez, who has been in the freight business for nine years, has been married to Jill Sanchez for 20 years. They have two children and two grandchildren.



Tony Sanchez Shown With His Award

The "Tony Richards Award" is an annual award designed as the "Award of Excellence" presented to the employee who demonstrates outstanding work ethics and commitment to the company.

# Letters



MD Hardwick  
Dallas Terminal Manager

I received a pleasant phone call today from Walden Books in Plano, Texas. The customer called to say that **Eddie McGee** (Dallas city driver) had made the delivery as scheduled and said he would come back later on in the day to make a pick up. Eddie kept his word and did return, which the customer found rare. Further, our driver was courteous and professional and our customer wanted us to know how much he appreciated that as well as our service. Please give Eddie a pat on the back.

Thank you,  
Shannon Tracy  
HGO Customer Service

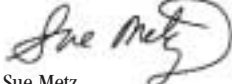
Dave McNichols  
Orange, CA Terminal Manager

Dave, I wanted to take this opportunity to let you know how much I appreciate the great customer service I have received from **George Spencer** (dock supervisor) at your terminal. We have a new customer who has given us several test shipments into one of their Tommy Bahama stores in Newport Beach. The shipments are time sensitive and can only be delivered on specific days and before 10:30 a.m.

Well, the first shipment arrived at your terminal and efficiently went out for delivery, but a day early! George stopped the delivery and held for the correct day. The second shipment actually picked up on a Friday in Seattle and was out for delivery on Monday. Great service time, but unfortunately a day early for the store. George was able to delay until correct delivery date.

This was all accomplished with a simple phone call to your terminal and George took over from there. I can't stress enough how great it is to get this kind of response and "no-hassle" customer service.

Please let George know what a great job he is doing in representing Saia.

  
Sue Metz  
GST Corporation  
Seattle, WA

To Tony Albanese  
Sr. VP of Operations and Sales

I just wanted to share this story with you. Wood Group-ESP had a shipment that was critically needed computer parts scheduled for an install. WG-ESP shipping department put the correct town on the BOL, but used the wrong zip code. Thus, we had a critical shipment sitting in Houston that should have been in Midland, TX.

Due to the extraordinary efforts of **Glenn Foster** (OKC TM) and **Delbert Bryer** (HST TM) who, with their staffs, managed to get this shipment delivered to the Southwest Hobby Airport, across Houston at rush hour, in time to meet a specific flight schedule.

I don't know how you accomplished it, but that shipment made it on the flight and was picked up by our Midland representatives. Glenn Foster notified me at home when the shipment arrived.


What a fantastic job all your people did to help a customer in a real bind. I commend you and your entire organization. Saia did indeed "go the extra mile."

Sincerely,  
Terri Knight  
Traffic Coordinator  
WG Well Support

Lou Stover  
Safety Manager  
Atlanta Terminal

I am writing this letter to commend one of your drivers who arrived at my company to pick up a load going to Lowe's in Texas. Your driver, **Anthony Holliday**, went above and beyond the call of duty when he arrived here. He was very efficient, professional and helpful to me in trying to get our load on his truck.

You should be proud to have him representing Saia. I wish there were more drivers like Mr. Holliday. It would make everyone's job a little easier.

  
Greg Pallen  
Pallen Enterprises  
Conyers, GA


To: Jamie Grant  
Florence, SC Terminal Manager

I would like to take this opportunity to recognize the service I have received from **Nickie Hardee** (Florence dock supervisor).

I am the operations manager of Ferguson Enterprises and I know how important it is to recognize superior performance. She always has a positive and cheerful attitude and I appreciate what she does for me and our branch. I look forward to doing business with people that act like they appreciate both you and your business and this is exactly what Nickie has done.

I realize I am only recognizing her performance, but it has to be said that we at Ferguson enjoy doing business with Saia.

Thank you for the service you and your associates provide.

Sincerely,  
  
Kurt H. Brockett  
Operations Manager  
Ferguson Enterprises

To: Dee Hopkins  
Dallas Diver Manager

Dee, recently I complimented your driver, **Steve Freedman**, in a discussion I had with National Account Manager Mark Hamblin. But I wanted to be sure that the compliment filtered down to terminal management.

I compliment Steve on his hard work, attention to detail and customer care he provides Xerox in Ft. Worth, TX on a daily basis. As I have always said, a good driver is the best salesman a freight line can have.

Please pass these thoughts on to Steve for a job well done.

Thanks,

Steve Vett  
Manager, Region Transportation  
Southern/Western Regions  
Xerox Corp.  
Ft. Worth, TX

To: **Rose Waters**  
Fontana OS&D Clerk

Rose, I just wanted to let you know that because you have helped me so much on the returns, that I have now switched all LTL carrier deliveries to only you as my daily carrier. I think that you are the best help people can find.

Thanks once again.

Julie Cuellar  
CSR Lead Person  
APL Logistics/Sears

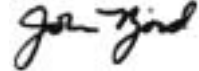
Mr. Rick O'Dell  
Saia President and CEO  
Atlanta Corporate Office

The Salt Lake 2002 Olympic Games set the stage for displays of truly spectacular athleticism and sportsmanship. Millions watched the success of these events, success made possible by the sacrifices of thousands, including truckers, who changed their schedules and routes to ensure the functionality of the Olympic transportation system.

Changes in routes and schedules weren't the only way the trucking industry contributed to the Games' success. As with all major events, the timely delivery of goods facilitated by the trucking industry was an essential element of success for the Games.

We recognize the fantastic contribution made by trucking companies and drivers who heeded the pleas of the Olympic transportation planners. Your contributions and sacrifices were integral to the success of spectators, media and athletes who accomplished amazing feats. On behalf of all those who participated in the Games, thank you for your support.

Sincerely,

  
John R. Njord, P.E.  
Executive Director  
Utah Dept. Of Transportation

To: **Juan Alonso**  
Dallas City Driver

Alonso, I wanted to pass along a nice compliment I received today. Jane McCarty, Starbucks' Coffee store manager, wanted Saia to know what a great driver you are. "Alonso is always very helpful and courteous," she said.

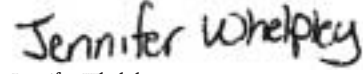
We thank you for representing Saia in an efficient professional manager. Good job.

Dee Hopkins  
Dallas City Driver Manager

To: **Bill Gray**  
Dallas City Driver

I wanted to make sure you realized how much I appreciated your help. If you had not stopped to help (change a flat) I would have been stuck on the side of that highway for a long while.

Your family is very lucky to have a man like you around. Thank you again for your kindness.

  
Jennifer Whelpley  
Lewisville, TX

To: Pat Lodriguss  
New Orleans Manager

I would like to thank you and your staff for your outstanding performance during the opening week of my business and helping me get off to a good start. The average time of the truck arrival was 8 a.m. This was great. I would also like to compliment and thank the drivers for a wonderful and great attitude that they bring with them every morning.

  
Vince Pizzalato  
Louisiana Transportation Company  
Harahan, LA 70123

To Ginger McElhannon  
Atlanta Corporate Office

Just a note to let you know we are really impressed with the Saia website and the ability to get quotes, etc. I checked on a shipment coming this morning and didn't even have to call my vendor to get a pro number. I just typed in my PO and wham there it was. And it is going to be here when I asked and it is not costing me an arm and leg. My customer is very happy.

Sharon Smith  
Crown Supply

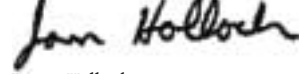
Karen Fortson  
Atlanta Regional Sales Manager

I just want to express my thanks for providing the opportunity for Kristen and myself to participate in the BellSouth Classic Golf tournament. I'm an avid golfer and really enjoyed watching the pros hit into the 18th

green. I have not been to a professional golf tournament since I moved from California four years ago. We had a wonderful time.

Furthermore, all the people we met from Saia were very cordial and professional. We felt very welcome. It was a pleasure meeting you and the next time you are in Nashville, feel free to call on us. Thank you again for your generosity and hospitality.

Sincerely,

  
James Hallock  
Director of Operations  
American Colors, Inc.

To: Murray Parker  
New Orleans Regional  
Operations and Sales Manager


This year I will be retiring from PPG/Autocolor after twenty-eight years. I wanted to take this opportunity to express my thanks to your company for the services that you have provided over the years.

I attribute most of these successes to our local Saia representative **Vivian Twilbeck** (NOL BDE). I have been associated with many carriers during my career with PPG and I have never been more impressed and confident with any other person. Her dedication to your company and keeping the customer at the

forefront is most commendable. She exhibits a genuine desire to make sure the job is done in the best interest of the customer and of Saia.

Needless to say, in the freight business, or any business for that matter, there are going to be some difficulties. The few that we have experienced have been handled in a most professional and timely manner to the satisfaction of all those involved. I can't say enough about this individual and again I thank Saia and Vivian for the services that they have provided.

With regards,

  
Jim Boyd  
Manager PPG/Autocolor

Thad Puccini  
LAX Regional Sales Manager

I wanted to pass along a recent customer comment and thank you for a job well done to LAX City Driver **Rick Wilson**. Polyone Corporation is so pleased with Rick's abilities, attitude and professionalism.

I wanted to let you know how much the customer (as well as myself) appreciate the job that Rick is doing. He's the kind of guy we want to hold on to.

Matt Short  
LAX Sales Representative

## Beams Will Reduce Claims

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freight, up to the limit, can be hauled. When the beams are not in use, they are stored at the end of the trailer along the side of the wall, out of the way.

"Following a successful test period, we will initiate this procedure company wide," said Jennings. "Right now we will begin the test period between Dallas and Memphis and Houston and Laredo.

"And, we will begin our first test by equipping fourteen new trailer units," said Jennings. "Once we are comfortable with our test and complete our training, then we will equip the remaining 486 trailers with the beams."

"We are excited about this new procedure and we are confident that once we initiate this company wide, we will see more satisfied customers, more efficient operations, and benefits to the company overall," said President and CEO Rick O'Dell.

**Our 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.**

## Employee Service Anniversaries, May 2002

### 30 Years

LAF: Wonest Decuir

### 20 Years

BRG: Dale Landry

HGO: Mary Bell

NOL: Wallace Bordelon

### 15 Years

BHM: Robert Lewis

BRG: Philip Fleming

HGO: Judy Durocher  
Kimberly Scales  
Renetta Lapeyrouse

MTG: Bobby Benson  
Johnny Macon  
Robert Pinkston

### 15 Years

MTG: Terry Dickerson

NOL: Douglas Denison

SEA: James Sibillia

### 10 Years

ATL: Sammie Cox

HST: Raymond Glenn

JAX: Ronald Smith

NOL: Everett Hotard

PDX: Michael Strocsher

SPT: Ronnie Ball

TUP: Larry Fooshee

### 5 Years

ATL: Dan Giesen

CHS: Clinton Gaillard

### 5 Years

CLT: Gregory Spann

Mitchell Carpenter

DLS: Darrell Thomas

Charlie Douglass

Adolfo Gallegos

Keith Wrobel

ELP: Antonio Morales

Jose Miramontes

Jesus Molinar

FON: Ignacio Curiel

GVL: Bobby Roberts

HAT: Kenneth Bynum

HST: Kahn Means

JAC: Darryl Bennett

Jimmy Forsythe

### 5 Years

JAX: Bobby Gibbons

MPS: Michelle Lock

Norris Fields

NOL: Thomas Torroll

NSH: Tracey Parker

OAK: Issaiah Williams

PHX: Gerard Mendoza

Rodolfo Gonzalez

Dan Krivickas

SAN: Brent May

Edward Resendez

TFT: James Swisher

TUP: Albert Lesley

WFL: James McCord

Kenny Northrip

# News Briefs



## Saia Names Nichols Memphis, TN Terminal Manager

Larry Nichols, who has more than 15 years transportation experience, has been promoted to terminal manager of the Saia Memphis, TN terminal, according to New Orleans Regional Operations and Sales Manager Murray Parker.

Nichols, who most recently served as Shreveport, LA terminal manager, has been with Saia approximately four years. He has held positions as city operations manager and assistant terminal manager at the Saia Dallas terminal.

Nichols and his wife Lynn will relocate to Memphis in the near future.

"Larry has been very successful in the positions he has held with Saia and the experience and knowledge he brings to this position will provide great benefits as we move forward in the Memphis area," Parker said.

## Knoxville, Greensboro Have New Sales Team Members

Two new sales representatives have joined terminals in the Charlotte region, according to Charlotte Regional Sales Manager Steve Eglowstein.

Larry Alexander, who has more than 26 years experience in the trucking industry, has joined Saia as a sales representative at the Knoxville terminal.

Alexander, a graduate of the University of Tennessee with a major in transportation, is married and has three children, two sons, Chris and Jason and a daughter, Nicole.

Alexander enjoys following college basketball and football and his hobbies include golf, making bead jewelry and going to flea markets.

Mark Richardson, who has been in the industry for more than 25 years, has joined Saia as sales representative in Greensboro. Richardson has experience in operations as well as sales.

Richardson, a native of Pittsburgh, has a degree in marketing from East Tennessee State University. He has been married for 27 years to his college sweetheart, Karen.

Richardson said he was glad to be returning to the Greensboro area.

## Brian Dearth Promoted To SLC Terminal Manager

Brian Dearth has been promoted to terminal manager of the Saia Salt Lake City, UT terminal, it was announced by Portland Regional Operations and Sales Manager Chris Kearney.

Brian, who most recently served as Stockton, CA terminal manager, has been with Saia approximately two years. He has worked with less-than-truckload carriers for more than three years, and previously managed the traffic and distribution for a division of General Electric for 13 years.

Brian enjoys sky diving, golf, traveling, hunting, camping, auto racing and spending time with his family.

He and his wife Kimberly and their one-year-old son, Brian, will relocate to Salt Lake City in May.

"Brian has extensive knowledge and the experience to lead our team in Salt Lake City and I'm looking forward to his continued success with Saia," Kearney said.

## Brown, Mager Have New Responsibilities

Brian Brown, who has been with Saia since August 1987, has assumed the additional responsibility of management of the Twin Falls, Idaho terminal, according to Region Operations and Sales Manager Chris Kearney, Portland region.

Brown, terminal manager of the Boise, Idaho terminal, has held the position of dock worker, operations supervisor and director of linehaul, all in Boise. He began his career with Action 15 years ago.

Brown and his wife Debbie have two children, Kelsey, age 5 and Marley, age 3.

Also, Scott Mager has been promoted from operations manager to terminal manager in Spokane, Oregon. Mager began his career with Action/Saia in August 1990 and has held the positions of P&D driver, dock supervisor and operations manager.

Mager and his wife Karen have four children, Mitch, age 15, Kyle, age 14, Brett age 10 and Travis age 8.



## A 'Classic' Smile

Little Megan Lane is all smiles and she enjoys lunch during the 34th Annual BellSouth Classic held at the Sugarloaf Golf Course near Duluth last month. Megan and her dad, Larry, at left, who is with Ampacet in Cartersville, were tournament guests of Saia, which sponsored a skybox on the 18th green. Customers from throughout Saia's coverage area attended the tournament. Saia held a customer advisory meeting prior to the tournament to talk with customers about Saia's service and customer needs. "This event gave us an opportunity to spend quality time with our customers and discuss how we can better serve them," said President and CEO Rick O'Dell.

The Saia Corporate Communication Department publishes Saia Directions monthly for all Saia employees. Questions about information in this publication may be directed to Eddie Stowe at 770-232-4069. You also may call 1-877-770-SAIA(7242) with story ideas or questions, or fax to 678-277-1989, send to EDDSTO on the AS400, or E-mail to: ESTOWE@SAIA.COM.