

October 2001

A monthly publication for all Saia employees

2 Saia, Employees Answer Call For Help

3 Letters Praise Saia Employees Employee Service Anniversaries

4 News Briefs From Around The Company

High-Tech Systems Piloted In Atlanta

A high-tech combination of systems is being piloted at the Atlanta Terminal to provide more efficiency in communicating between drivers, dispatch and the dock. The systems as a whole have numerous benefits and while the program is being tested now, it gives a glimpse of what the future holds for the largest Saia terminals.

Dan Giesen of the operations services department explained that three separate systems, all of which are linked together and in turn are linked to the AS400, are being tested. These type systems are being used by other LTL carriers. The three main systems are the Dispatch system, small hand held computers called Mobil Data Terminal (MDTs), which city drivers will carry, and the Cross-Dock system.

Giesen explained what the three systems do:

- > The Dispatch system has route planning, dispatching and mapping computer software. This is how this part of the system works: The route planning takes a specific day's

deliveries and assigns them to delivery routes while still meeting customer specific expectations and requirements. Mapping technology shows the customers' actual physical location. Cellular technology is used to send information regarding deliveries, pickups and messages between the dispatch system and the drivers' held-held computers. The inbound planner and the city dispatchers will use the Dispatch system.

- > The hand-held computers, MDTs, will be carried by all dispatched city drivers. Delivery assignments are loaded into the MDTs when the drivers leave the terminal. The hand-held computers capture arrival and departure times at each stop, plus delivery status updates, including who signed for the freight. This information is sent to the dispatch system whenever the driver returns to the tractor. Pickup assignments are transmitted from the Dispatch system to the MDTs. With minimal driver input into the MDT for each pickup bill, movement documents are computer generated and are available to the dock prior to the drivers' return to the terminal. This greatly reduces the turnaround time to get the paperwork required to strip the trailers to the dock.

continued on page 4

Saia University Opens It's Doors

"Training Today for Success Tomorrow" is the new concept behind Saia University, which opened this summer with its first programs.

In July, Sales Training Manager Gary Jones introduced Saia's revised "Open Lock Sales Training Program" for Atlanta Region sales representatives. The program was then presented to sales representatives from the New Orleans, Dallas and Houston regions and soon will be delivered to all other regions.

The Open Lock program outlines the basic process sales representatives use to identify and focus on a customers' needs and how to meet those needs. This process helps build strong, long-lasting customer relationships. The revised program includes more role-playing and training on applicable AS/400 sales menu screens, as well as before and after course assignments.

Jones also presented the "Acclivus™ Sales Negotiation Training Program" in August. This training concentrates on advanced negotiation skills and tactics. Shellie Waites, sales representative, Birmingham, who attended the program says, "The process showed me how to



move customers from a competitive stance to a collaborative, win-win relationship."

A newly developed program for terminal managers called, "Terminal Operations Leadership Training" (TOLT), was kicked off by Director of Training and Education Richard Pincus in September and again in October at the Houma general office. Terminal managers from all regions attended the program.

The TOLT program is a yearlong certification process that focuses on leadership and interpersonal skills and terminal operations productivity. Upon

successful completion of the two three-day classroom training segments (held six months apart) and additional requirements, terminal managers receive special recognition as a certified Saia terminal manager. The program will be expanded next year to include assistant managers and supervisors.

Topics covered in the program include Leadership Principles, Communication and Coaching Skills, Goal Setting, Recognizing Positive Results and Terminal Performance Improvement. As part of the classroom training, terminal managers develop a personal "Corrective Action Plan" focusing on their own individual leadership and terminal productivity issues.

The overall purpose of Saia University, says Pincus, is "to provide timely, effective, customer-focused, employee training and development programs to support Saia's mission, vision and goals."

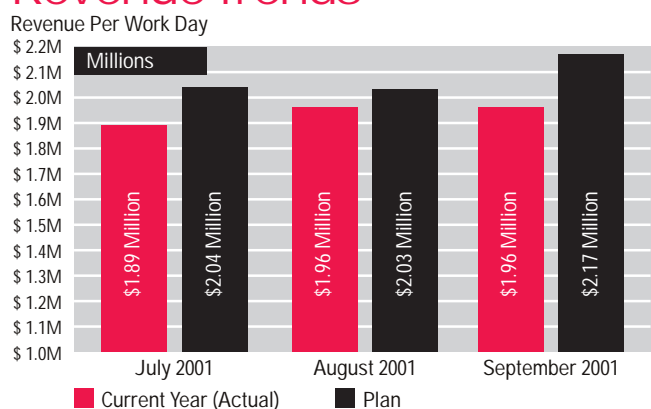
Tony Albanese, senior vice president of operations and sales, explains, "No doubt, Saia University will help us maximize resources and propel us in the direction we need to go. 'Training Today for Success Tomorrow', is not just a saying, it's a way of doing business."

August Customer Service Indicators

Indicator	Goal	Actual
Pick-Up Performance	99.90%	99.80%
On-Time Delivery	97.00%	97.10%
Claims-Free Shipment	99.60%	99.50%
Claims Paid 30 Days	100.00%	100.00%
POD Turn-Around	98.50%	98.50%
Invoice Accuracy	98.00%	98.40%



Revenue Trends



Saia, Employees Answer The Call For Help

In just a few days, Saia's "10-10-31" contribution campaign for a special fund established to aid the victims and families of the terrorists' acts in New York and Washington will end.

Saia began the campaign almost six weeks ago in response to the need for relief funds to help those who were impacted by the devastating acts of terrorism on the New York World Trade Center buildings and the Pentagon in Washington, DC on September 11, 2001.

Saia initially made a \$5,000 contribution to the American Red Cross, and then joined Yellow Corporation in its contribution of \$100,000 to the Red Cross. Saia also donated some tractors and trailers to be used in the clean up efforts in New York.

Saia officers decided to give 10-cents for each freight bill through the end of October. The plan was developed as a way for customers to participate. The name of the campaign is "10-10-31." The first ten, 10-cents donated from each freight bill, the second ten, a goal of \$10,000 a week, and then 31, for 31 working days from the time contest started on September 19 through October 31. (You could also say it another way, 10-cents through 10-31, or Oct. 31.)

Of all the funds looked at, Saia decided the one most appropriate was to The September 11th Fund. Because we often refer to Saia as being a family, that fund made the most sense to us. The fund is administered by the United Way, and 100 percent of all money collected will be used directly for the victims, their families and communities affected by these horrible acts of violence.

Through the 10th of October, Saia's total had grown to \$28,191.60. The final total will be announced early next month.

"This terrible event was a great shock and has touch and saddened all of us," said President and CEO Rick O'Dell. "It is wonderful to see the unity of our country and of our employees as we all answer the call for assistance. I want to thank each of you for your help in our campaign, for your personal contributions and for your concern for those in need during this period."



A New Record

Tampa's outbound crew proudly holding up signs that show their new load average record of 28,668 pounds per run, set August 24. Terminal Manager Furman Smith congratulated the group on the honor. Those pictured here, back row from right are: Luis Lopez, Jeff Tynes, supervisor; DJ Johnson, Bob Carter, lead man; and Alan McMullen. Front row from left is Glenn Geiger, Damion Belmontes and Randall Johns.

Atlanta Dock Worker Training Program Shows Positive Results

The Dock Worker Training Program, which was initiated at the Jacksonville Terminal in January, was rolled out at the Atlanta Terminal in May and now the terminal is beginning to see the positive results of the 10-day training.

Sonny Yandle, director of loss claims prevention in Houma, LA, said he received great response from the Atlanta employees and the numbers show positive returns from their training.

Yandle compared Atlanta's January numbers (before training) to July numbers (after training) and here are the results:

Inbound Performance

- > Shipments delivered over (DO) were down 64.6 percent
- > Shipments delivered short (DS) were down 36.2 percent
- > F/A (Free Astry) and M/L (Misloads) were down 49.4 percent

Outbound Performance

- > Shipments delivered over (DO) were down 55.6 percent
- > Shipments delivered short (DS) were down 31.1 percent
- > F/A and M/L were down 55.5 percent

"These numbers show that the training is having a positive impact," Yandle added.



Jevic Transports Supplies!

When the call for help came to assist the city of New York and Washington following the terrorist acts, Saia's sister company Jevic Transportation was there. Shown in the photo above is a Jevic trailer being loaded with supplies in Philadelphia, being readied for a trip to New York. Jevic reached out to several emergency relief organizations to offer assistance in moving supplies to New York and Washington. Among those included a truckload of yellow caution tape from Illinois to the staging area in New Jersey for New York delivery; 25,000 pounds of water from California to New York for the Feed the Children relief; boxed lunches to ground zero for the relief workers; t-shirts and sweatshirts from Chicago to New York and five skids of computers to the financial district in New York. The truck shown above was among four others to aid with supplies from the Salvation Army. Jevic Transportation Director of Corporate Communication Peter Robinson said when the trucks pulled up and pulled away with supplies a group of volunteers waved flags and applauded. "This is a dark time in our nation's history, but the pride of all Americans, including all of us here at Jevic, is shining through the darkness like a beacon into the future," Robinson said.

First And Second Quarter President's Club Winners Named

Saia President and CEO Rick O'Dell has announced first and second quarter President's Club winners for operations and sales. The winners are as follows:

First Quarter

Operations — Ralph Moore (ATL), Al Jackson (KNX), David Baldrige (TUL), Marvin Gibson (VCT), Furman Smith (TPA), M.B. Steen (MON), Barbara Beason (HKY), Lorenzo Valdez (LAR), Don Bridges (FTM).

Sales — Phyllis Teer (DLS), Wes Elliott (RNO), Steve Mesz (HST), Fred Walsh (MPS), Don Cauthorn (DLS), Bob Horodecky (HST), Jason Richards (MPS), Shaun Newmann (SLC), Pat Murphy (OKC), Cherry Antley (MON), Louanne Shelton (TUL), Howard Wyatt (JAC), Mike Bunn (DOT).

Second Quarter

Operations — Miquel Cejas (MBL), Al Newman (NRF), Wendell House (TYL), Scot Love (AUS), Mike Wernicki (ORL), Adrian Panquerque (HAT), Brian Brown (BOI), Carl Burris (SJO), Ann Arent (TSN), Wayne Nance (GBO), Al Jackson (KNX), Scott McFeters (ROA), Rick Milam (MPS).

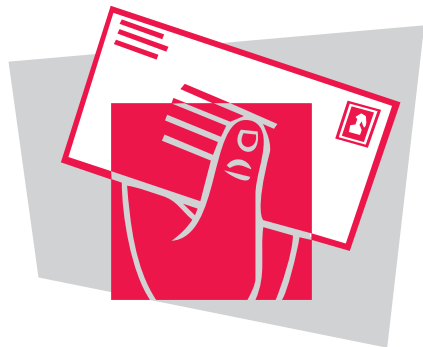
Sales — Jason Richards (MPS), Don Cuathorn (DLS), Scott Spindler (DLS), Bob Horodecky (HST), Johnny Miller (HST), Steve Mesz (HST), Janice Archie (ATL), Phyllis Teer (DLS), Louanne Shelton (TUL), Pat Murphy (OKC), Cindy Pena (HRL), Mike Bunn (DOT), Laura Aldridge (LAX).



'It Was Awesome'

San Antonio line drivers and city drivers, dock workers and office personnel were treated last month when Sales Representatives Dan Contreras and Oscar Garcia fired up the grill to honor the terminal employees with a special breakfast. The surprise of the meal was a cake baked by Rita, the wife of City Driver Daniel Ramirez. The cake, shown here with Ramirez, was half chocolate and half vanilla. "It was awesome," Contreras added.

Letters



Saia Directions
Atlanta Corporate Office

This e-mail is concerning our daily pick up and delivery driver, **Rodney Struck** (Odessa, TX city driver).

This guy really is a super guy. He's always pleasant and carries an extremely good professional attitude. Rodney is a true caring individual, always concerned with my needs and how I can be served better. That is a sign of true commitment. Saia is truly blessed to have Rodney on its team.

Thank you.

Jeremiah Gray
Industrial Parts Service
Odessa, TX

Saia
El Paso Terminal

I often don't tell carriers how good of a job they are doing as often as I should, but wanted to take time out to say that Saia is doing a great job handling our freight at Salter Labs. That is a reflection of a good operation. Please take time to thank everyone for a job well done.

We at Salter Labs look forward to continued business with Saia in the future. Just a note that we are heading to our peak season and I look forward to Saia doing the majority of our LTL in your service area.

Again, thanks for a job well done and I look forward to the months ahead.

Omar A. Martinez
Salter Labs El Paso
Warehouse Supervisor
El Paso, TX

Barbara Genn
Customer Service Manager
Saia Atlanta Corporate Office

I want to thank you for the good service you guys have given me. As of the end of this month, I will not be with Lucas World any longer. I have been offered a position somewhere else and decided to take it. It was my pleasure working with you. Best regards.

Marcela Melo
Key Accounts
Lucas World

Saia
Customer Service Department

In all facets, I have found no LTL carrier that has it all together like Saia. Saia truly shines. Thanks for making my job much easier. (Note: This customer thanked Saia Customer Service for quick turnaround on helping to find a

pro number and freight charges so they could bill back their customer.)

Kathy Kelly
Lanier Products, Inc.
An H.B. Fuller Company

Saia Directions

I received a call from Jim West, Avery Dennison, Fasson Roll, in Peachtree City, GA concerning the excellent work by **Charity Williams**, OS&D in Nashville. Mr. West told me that Charity was professional, courteous and extremely helpful in recognizing that his company had shipped an extra pallet. Mr. West tried to tell her that the mistake was improbable, but Charity was professional in her insistence and helped him identify that the company did indeed ship an extra pallet. Mr. West was impressed and very much appreciated Charity's efforts. He wanted to recognize her for her excellent work.

Thank you Charity,

Ralph Moore
Atlanta Terminal Manger

(Editor's Note: Mary Ann Martin, from Saia's Sacramento office, called and left the following message for Saia Directions): "I want to let you know about an employee, **Alicia Bourgeois**, in payroll in Houma, who does a great job. There is no problem that is a problem for her. Every time I call she is such a pleasure to deal with."

Furman Smith
Tampa Terminal Manager

Dear Furman:

We just wanted to thank you for sending **Todd Stefan** (Tampa city driver). He did a great job of delivering 386 boxes by himself! He is very competent and a joy to work with. Good Job, Todd.

Sincerely,

The staff at Walden Books
Store No. 1913

Saia Customer Service
Atlanta Corporate Office

I just wanted you to know that it is a pleasure using your website. It is so people friendly. Just wanted to say kudos to the company.

Donna Albright
Nationwide Traffic Services

To Saia Directions

On August 24, Atlanta Driver **Ben Holden** called to ask our preference of loading for three large, cumbersome shipments he was to pick up. The trailer arrived loaded as specified, saving more

than an hour of transfer. The Knoxville staff and I were impressed that Ben would have taken the time to confirm our needs. This is an excellent example of quality internal customer service.

Al Jackson
Knoxville Terminal Manager

Brenda James
Sales Representative
Saia Houston Terminal

Dear Brenda:

I just wanted to let you know what a joy it is to work with **Carolyn Hatcher**, in your Houston Customer Service Department. She has been so much help with the local pick-ups. She always seems to have a smile in her voice and goes above and beyond in helping me. She is definitely an asset to Saia.

Cheryl Cornman
Educational Products, Inc.
Houston, TX 77055

Safe Driving Tips

The Safety Department is encouraging drivers to use common sense and comply with regulations regarding physical qualifications and hours of service. "Everyone understands how fatigued drivers can be a hazard to themselves and others," said Director of Safety J.D. Salberg. "Nonetheless, drivers sometime push their bodies beyond limits and therefore create a potential hazardous situation." Following are helpful driving tips.

- > Get enough sleep. If you require eight hours at night, you need the same during the day if you drive at night.
- > Go to bed at the same time each day.
- > Don't smoke or drink alcohol before you go to bed.
- > Stop drinking caffeine at least four hours before you go to bed.
- > Avoid eating a big meal, or rich or spicy foods before you go to bed.
- > If you get tired during your trip, stop and get a refreshment or stretch a little to wake yourself up.
- > Consult a doctor if you have trouble sleeping.

Employee Service Anniversaries, Oct. 2001

25 Years

HST: Travis Simmons

20 Years

HST: Thomas Oliver
NOL: Michael Leibfritz

15 Years

HGO: Shirley Kibodeaux
JKS: James Holland
MPS: Jerry Whitten
TPA: Victor Valenzuela

10 Years

ATL: Curtis Garmon
BHM: Anthony Frazier
William Pendley
BRG: Joe Kidd
Michael Martin
DLS: Ron Youngblood
Kenneth Allen
FTS: James Yates
GRN: L.A. Jason
LKC: Reginald Labove
MBL: Aaron Riggins

10 Years

MON: Steve Murray
MPS: James Tatum
NOL: George Napier
John Gills
Steven Smith
OKC: Donald Leonard
ORL: Edwin Wilt
PEN: Russell Cole
SHM: Sunisa Kiser
TPA: Charles Wheeler
TUL: Tammy Coker

5 Years

ACO: Scott Sloan
ATH: Julius Scott
ATL: Kenneth Peacock
Antonio Boyd
Eddie Buchanan
BHM: Jeffrey Hodges
CBS: Larry Knowles
Rossevelt Martin
ELP: Ephren Valenzuela
Luis Saenz
FON: Kenny Matcham

5 Years

FSN: Joseph Jackson
GBO: James Creech
GVL: Tyrone Harris
HGO: Laverne Short
Sandra Narez
Wanda Pitre
HST: Wadie Samuel
JAC: Jeff Moody
JKS: Prentiss Snellgrove
MIA: Hosea Murray
MPS: Maurice Nicholson
Bobby White
ODS: James White
PDX: Brenda Myers
RAL: Billy Triplett
RNO: Jason Kolwey
SAM: Dennis Vanworth
TPA: C.F. Smith
TUL: Emily Perry

(Kenneth MaGee, JKS, celebrated his 15th anniversary September 30th. He was incorrectly listed as being from JON last month.)

Benefits Corner



We Are On A Financial Roller Coaster

By John Ferguson – Director of Insurance

Markets go up and markets go down and in light of the horrific events in New York City, Pennsylvania and Washington D.C., there is even more of an effect on our 401K.

While it is important to recognize the forces that stir up the waters of financial markets, you must also remember the most elementary rule of investing — throughout all the ups and downs, one fact remains clear: Stocks have traditionally provided better long-term returns and better protection against inflation compared to other investments.

Of course, no one can predict the future and past performance is not a guarantee of future results, but as bears turn into bulls and vice versa some helpful hints for your consideration are:

- > Try and avoid making changes during times of market instability
- > Don't let emotions drive your decisions
- > Look at dollar cost averaging (purchasing more units of a fund when the price is declining and fewer when the price is increasing which will help smooth out the effects of market volatility in the long run)
- > Diversification (various funds to choose from – low to high risk)

None of the above guarantees profit or protect against loss in a declining market but these strategies can be helpful so that you can ride out the unavoidable bear markets, and thus enhance your opportunity of achieving solid long term returns.

The coming weeks will have uncertainty to be sure. Don't panic, emotion and investing don't mix and holding to your initial investment plan is definitely a positive thing.

Do review your investment objectives, risks tolerance, individual needs and if you feel that any corrections are necessary, you can do so after your evaluation.

The 401K Plan is still your best long-term investment vehicle.

High-Tech Systems Piloted In Atlanta

continued from page 1

- > Cross-Dock System involves a touch screen computer with scanners located at each dock door. These are used to scan bills off of trailers as the freight is being unloaded and to scan bills onto trailers as loaded. This provides real time shipment status information as well as computer manifesting of each bill onto each trailer as it occurs, rather than when the trailer is closed.

Giesen said the potential benefits are enormous: "The increased efficiencies in P&D due to route optimization will provide dramatic customer service benefits such as improved on-time delivery service and reduced missed pickups." Additionally, the system will provide real time delivery and shipment status information.

Other benefits include:

- > Outbound tonnage projections will be more accurate and timely, leading to more direct loads.
- > Movement documents will be available to the dock prior to the P&D drivers' arrival at the terminal, allowing the dock to begin unloading the trailers more timely.
- > The system also will reduce misroutes and misloads as routings are computer generated and misloads will be identified at the load door.
- > Mapping technology shows actual customer and driver location, which provides dispatch with better information to make more informed dispatch decisions. This, along with the aforementioned route optimization will result in a more efficient P&D operation.

President Rick O'Dell noted: "I believe we should all take comfort in the fact that the company continues to make strategic investments in facilities, equipment and technology in spite of the current economic environment. The technology and process improvements being piloted will ensure we remain capable of providing true best-in-class service for our customers."

News Briefs



Henry Johns Named National Account Executive

Henry Johns has been named National Account Executive, serving California and Nevada, according to Director of National Accounts Robert Kemp.

Johns, who most recently served as Oakland sales representative, will be based in the Los Angeles, CA area.

Johns has more than 12 years of industry sales experience.

Monahan Named Miami Terminal Manager

Bill Monahan, who has been terminal manager of the Little Rock Terminal for the past year, has been named Miami Terminal manager, replacing Chris Kearney who was named regional manager of the Boise Region.

Monahan was named to the post effective October 1, according to Jacksonville Regional Manager Paul Peck.

Monahan has been with Saia since July, 1999, when he accepted the position of sales representative/terminal manager (TM/SR) in Huntsville, AL. He has more than 10 years industry experience, having served as dock worker, driver, supervisor, dispatcher and sales representative with another carrier.

Monahan and his wife Kellie have two children, a daughter, Alex, age 5 and a son, Mitchell age 7.

Darcy Hekking Joins SJO Sales Team

Darcy Hekking has been named new sales representative for the San Jose Terminal, according to Regional Sales Manager Gary Forsyth.

Darcy joined the company in early September and was involved in training in the Phoenix and Las Vegas areas for the first couple of weeks. She has sales experience in the food industry and has lived in the San Jose area for more than 12 years.

New W&R Coordinator Named for BOI Region

Weight and Research Manager Lloyd Rawson has announced that Dan Andrus has been appointed new W&R coordinator in the Phoenix Terminal. Andrus will be responsible for the Boise Region.

Rawson also said W&R is experiencing good success in reweighs. August and September R/S/D numbers (reweighs per scale day) are the highest since October, 2000, he said.

Quarterly Meetings Set Week Of Nov. 4

The quarterly employee meetings will be held at all company terminals the week of Nov. 4th, with many of the line driver meetings held on Sunday evening.

Employees are encouraged to check with terminal managers for meeting times and locations.

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@SAIAMOTOR.COM.