RED

The **RUAN** Magazine

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PICKUPS & DELIVERIES

Whether it starts on a barge, a boat, a train or a plane, anything shipped eventually ends up on a truck—because trucking moves America's goods.

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A MESSAGE FROM STEVE CHAPMAN, PRESIDENT AND CEO



Happy New Year!

It is hard to believe that another year has passed by so quickly! 2012 was a good year for the company, allowing us to invest in our people, more efficient assets and new technologies, as well as give back to the communities we serve.

Our business would not exist without our outstanding team members, strong partnerships and the loyalty of our valued customers. I want to both thank you for your business and share some of our 2012 results.

We will conclude the year having achieved many of the goals established for our company. Our team increased to include more than 5,100 employees. We honored Keith Golliday as our Driver of the Year after being selected from a pool of more than 4,200 professional drivers. We added several new clients and expanded with many longtime, valued customers. And, most importantly, our customer retention rate remains at 99.7 percent.

Our professional drivers drove more than 270 million miles in 2012. Therefore, another important measurement we track very closely is safety. We are pleased with our safety results, including favorable Compliance, Safety, Accountability (CSA) scores and declining accident frequency thanks, in part, to the launch of Ruan's proprietary safety program, Megasafe Safe Driving Program. We added new technology,

including a best-in-class transportation management system called RTMS2.0 and PeopleNet electronic on-board recorders (EOBRs) in Ruan trucks.

In this issue of *RED*, we cover our 12-year partnership with Trane; address the driver shortage; showcase Ruan's capabilities in the food industry; feature the trucking industry and its importance in keeping America moving; provide an update on CSA regulations; and inform you of a new Department of Transportation proposed rule for rollover stability. Lastly, we share some of the ways the Ruan family and our team members give back to the communities we serve across the country.

In closing, as we celebrate our 80th year in business, we applaud Mr. Ruan, who founded the company with one truck during the Great Depression. He was determined to work hard, take care of his customers and build an outstanding reputation for his company. Looking back, he did much more than that; he built a company that could be depended upon by his customers, employees and family. We still operate with his original core values of Integrity, Dedication, Teamwork and Enjoyment and thank him for making us the company we are today.

I wish you a safe and happy 2013. Enjoy the issue!

Respectfully,

Steve Chapman





Trane and Ruan have learned that the key to a successful partnership is creating an environment of collaboration, communication and flexibility to adapt to any situation or need.

A True Partnership

By selecting Ruan Dedicated Contract Carriage (DCC), Trane could focus on its core competencies, including providing innovative heating and air conditioning systems, services and solutions.

Ruan DCC in Tyler, TX

For over 12 years, Trane has relied on Ruan as a one-source partner for its DCC solution and other services in Trane's Tyler, TX, location. Trane and Ruan have expanded their partnership to include consolidation of inbound LTL shipments, complex Mexico shipments, vendor overflow management, load planning, yard services and local deliveries in Dallas, Houston, San Antonio and Austin. Ruan's on-site team includes a terminal manager, dispatcher and administrative assistant, along with 41 professional drivers and 13 hostlers.

"Ruan is the kind of company we like to deal with. They're not too small or too large, and they're open to changes to get the job done right. They're completely flexible, react quickly and are always on top of a situation. They do whatever is necessary to keep us happy."

- Bill Stewart, Trane district supply leader

"We work collaboratively with our customers to drive down costs, decrease empty miles and develop an equipment and maintenance strategy to keep the fleet running efficiently," said Ralph Arthur, Ruan's president of Dedicated Contract Carriage. "We work hard every single day to provide innovative ideas and ensure 100 percent customer satisfaction."

Ruan offers Trane a one-source solution and provides partnership benefits such as scaling yard drivers up or down to meet Trane's seasonal needs, from 13 to seven drivers; issuing yard drivers for local loads; providing a customized invoice to match Trane's general ledger accounting codes; and setting up lanes and managing vendor pick-ups to maximize fill on the trailers, resulting in a low 10 to 15 percent deadhead percentage and increased asset utilization and efficiency.

Companies partnering with Ruan enjoy an elevated level of transportation service. Deliveries are on time, insurance costs are decreased, driver screening and other HR matters are handled and truck maintenance and liability are not distractions. Compliance is ensured, and by eliminating the high investment costs associated with buying and maintaining a fleet, companies have more capital to invest in other areas.

Current Ruan Services Provided to Trane

- + Dedicated Contract Carriage
- + Consolidation of inbound LTL shipments
- + Raw materials and parts coordination with a single phone call
- + Complex Mexico shipments
- + Vendor overflow management
- + Load planning
- + Local deliveries to Dallas, Houston, San Antonio and Austin
- + Yard services
- + Warehouse management and fulfillment in Brooklyn Park, MN
- + Quality inspection upon arrival
- + FIFO and serialized inventory management
- + Experienced material handling
- + Electronic inventory control
- + Units can be scanned in and out of the facility
- + Flexible loading hours to meet Trane's needs
- + Professional customer service to manage/facilitate irregular shipping requests
- + Asset-based to accommodate special delivery requests

A Growing Partnership

Trane and Ruan maximize efficiencies through innovation and Integrated Solutions.

The Partnership Expands

In June 2012, Trane and Ruan expanded their partnership to include warehouse management services at the Ruan Consolidation and Distribution Center (RCDC) in Brooklyn Park, MN. There, Ruan provides inventory management, loading and securement of HVAC units onto carrier trailers, expedited shipments on Ruan assets, material handling and general customer service, extending well beyond a typical 8 a.m. to 5 p.m. work day. Ruan provides 24 hours a day, seven days a week service, including flexible loading hours to meet Trane's needs.

"Ruan responds to tight deadlines and quick turnaround times. They do whatever it takes," said Mitchell Farrell, Trane's district general manager. "Ruan personnel represent our brand well. They have can-do attitudes, have gotten to know our business and truly care about our success."

More Than a Vendor

Ruan's overriding goal since 1932 is to do whatever it takes to meet the demands and challenges of its clients' businesses. This not only means transporting goods and managing carriers, but also exploring new ways costs can be reduced, safety can be improved and efficiencies can be added. Its close working relationship with clients allows Ruan to understand each company in depth and to use its team of transportation experts to explore and offer innovative solutions based on each company's individual needs.

"The best part of the Ruan team's job is getting to know our clients' challenges, analyzing their needs and using our resources to implement ideas that can save them money and time."

- John Bobleter, Ruan RCDC general manager



Two Trane/Ruan professional drivers were recognized as 2011 Driver of the Year Region Finalists (out of more than 4,200 Ruan drivers) for exemplary safety, customer service and driving performance. In addition, 41 active Trane/Ruan drivers accumulated more than 6,750,000 safe-driving miles.

In 2010, more than 3 million people were employed as professional truck drivers, which was down 3.9 percent from 2009, according to the American Trucking Associations (ATA). In fact, the number of professional drivers has declined every year since 2001. At the same time, annual truck tonnage has increased overall since 2001, with the brief exception of 2009 and 2010 following the recession, according to the ATA. More and more trucks and trailers are becoming necessary to haul America's goods each year, particularly now that the economy is strengthening and demand for freight is increasing.

Unfortunately, there are not enough qualified, professional drivers to fill the tractor seats. The ATA estimates that the trucking industry is short between 20,000 and 30,000 drivers. That number will continue to increase as many experienced truck drivers are retiring every day, and few young people are entering the industry that requires long hours away from home.

"We have one generation retiring with not nearly enough younger drivers to take their place in the workforce," said Eric Hiney, Ruan's driver recruiting supervisor. "Truck driving does not appeal to younger workers as it once did. As an industry, we need to promote our image as professional and encourage younger people to learn more about the career opportunities that exist."

3.9%

THERE WERE MORE THAN
3 MILLION PROFESSIONAL
DRIVERS EMPLOYED IN 2010,
A DECREASE OF 3.9 PERCENT
FROM 2009.

20-30K

THE ATA ESTIMATES THAT THE TRANSPORTATION INDUSTRY IS SHORT 20,000-30,000 QUALIFIED DRIVERS.

Additionally, as the economy strengthens, many drivers are switching to the construction sector because those jobs require less time away from home. Safety requirements are also removing unsafe drivers from the industry. The Pre-employment Screening Program (PSP) contains driving history information about all drivers, and carriers that use this system can reject drivers based on past violations.

According to an ATA survey of 54 fleets, 88 percent of respondents said they are getting plenty of driver applications, but the vast majority of applicants do not meet the carrier's standards.

"PSP is effectively narrowing the pool of qualified drivers," said Ruan's Director of Safety Lisa Gonnerman. "But this system contains information carriers should know because we don't want unsafe drivers on the road or hauling our customers' freight."

The driver shortage impacts shippers as well. Carriers may have to increase driver wages to keep qualified drivers, and these costs may be passed on to shippers. According to FTR Associates, average driver salaries have already increased 5 percent. Also, because there are not enough drivers to man all the available trucks, capacity is a very tight, forcing freight rates to increase. A lack of drivers could result in delivery delays as well.

Many carriers are looking to hire inexperienced drivers to haul their freight, which could result in more accidents. More accidents could mean higher risk and liability claims for shippers. According to the ATA survey, 56 percent of respondents said they currently do not hire inexperienced drivers, but they are considering it. In addition, 25 percent of the fleets said they would even consider opening a driver training school if the shortage got bad enough.

As the economy continues to improve, increasing demand for freight, carriers will have to strengthen their recruiting and retention strategies. Successful carriers will attract the best qualified professional drivers—and keep the ones they have.





At Ruan, professional drivers are the most valuable asset—and the company treats them that way. Ruan is recognized as an employer of choice, offering predictable hours and great home time within a Dedicated Contract Carriage framework.

Drivers are assigned to one primary account, running the same routes for the same customer each week, allowing them to become experts in the area. Combined with competitive pay, excellent benefits and a focus on a healthy work-life balance, Ruan is an excellent place for a career — not just a job. As a result, the company's retention rate is five times the industry average. Drivers receive continuous safety training, and they have 24/7 access to both local and corporate team members for assistance and support.

Ruan also rewards professional drivers for safe driving. The annual Driver of the Year program highlights terminal-level finalists based on safety performance and customer service, and the field is eventually narrowed to one National Driver of the Year. Ruan distributes million mile awards, and the Megasafe Awards and Recognition Program honors drivers who are accident-free each year.

Ruan has a large team dedicated solely to recruiting, qualifying and hiring the best professional drivers on the road. With aggressive marketing, online job applications, a database of 50,000 top drivers and a driver referral incentive program, the company is selectively able to fill positions quickly. Ruan requires at least one year of tractor-trailer experience for all drivers, and all drivers are screened in PSP. As a result, the company only employs the best, most experienced drivers to represent Ruan and its customers with the highest level of professionalism and reliability.

"Ruan has a lot to offer professional drivers," Hiney said. "Drivers are hard-pressed to find a better trucking company to work for."

FOOD AND GROCERY

RUAN'S FIRST SHIPMENT OF GOODS MAY HAVE BEEN GRAVEL, BUT A SHIPMENT OF BULK FOOD WAS NOT FAR BEHIND. FOR 80 YEARS, RUAN HAS BEEN A LEADING TRANSPORTATION PROVIDER WITH MORE THAN 70 YEARS OF SERVING THE GROCERY AND FOOD PROCESSING INDUSTRIES.

Today, taking into account both Ruan's Dedicated Contract Carriage (DCC) and Integrated Solutions services, 40 percent of the company's portfolio is food-related. Ruan transports such products as bulk dairy, bulk liquids and bulk grains like wheat and corn. The company also hauls processed and perishable foods in dry vans and refrigerated vans. Ruan also provides logistics solutions for a wide range of grocers, processors and farmers.

Although the reasons for outsourcing their transportation solution to Ruan vary from customer to customer, each company receives all the benefits of a private fleet without the challenges of managing one. They free up capital currently allocated to equipment, generating an immediate cash infusion. They reduce insurance costs and liability because Ruan assumes the risk and the exposure. Drivers receive Megasafe safety training quarterly and

awards for safe driving. And, because Ruan handles all labor relations, grocery clients do not need to worry about driver management, training, turnover, litigation, HR administration or union management.

Instead, grocers and other food producers can concentrate on their core competencies while Ruan concentrates on optimizing the supply chain and logistics solution.

FAST AND FRESH

Perhaps nowhere is logistics more important than in the grocery industry. Computers, building materials and ATVs don't spoil sitting on the dock, but a tanker load of milk better get to the processing plant as soon as the farmers (and the cows) say it's ready to go.

To ensure the freshest food arrives where it's needed — on-time, every time — Ruan relies on experienced, professional drivers, continual technological advancement and exceptional logistics support.

PROFESSIONAL DRIVERS

Ruan's professional drivers are primarily assigned to one account. That may seem like a small thing, but in an industry that thinks drivers are plug-n-play, it's a competitive advantage. Ruan's professional drivers get to know the routes, the load and unload procedures and how their customers prefer to operate. Many of Ruan's supply chain optimizations are the result of driver suggestions and feedback.

TECHNOLOGY

When fresh is a factor, loading at the peak of freshness and finding the fastest delivery route is critical. Ruan uses a combination of software and hardware to re-route drivers — sometimes en route to a farm or processing plant — to ensure the freshest product gets where it can be processed the quickest.

LOGISTICS AND MAINTENANCE

Some clients prefer to own and operate their own tractors and trailers. Ruan can still offer assistance and improve grocery industry supply chains with its logistics and comprehensive maintenance services.

Grocers and food producers often have to adjust their supply chain needs based on changing demand. Sometimes this is a permanent reaction to market forces, and sometimes this is a seasonal adjustment.

Regardless of the cause, Ruan builds adaptability into the DCC solution. Customers are seeking greater flexibility in work flow processing, data gathering and reporting, load maximization and carrier payment. Ruan works with customers to provide this flexibility. The company continually examines and evaluates supply chains to eliminate inefficiency. By optimizing routes, maximizing payloads, adjusting delivery schedules and increasing cube utilization, Ruan can typically reduce resource use by 15 to 20 percent.

That's real savings and real value.

INTEGRATED SOLUTIONS

Ruan also offers specialized services that help companies strengthen and improve their logistics and transportation solutions — all of which can be integrated into Ruan's DCC service. Ruan can provide certified brokerage and carrier management, warehousing and cross docking, yard management and LTL consolidation. Each of these services help food and grocery companies increase efficiency and improve their bottom line.

DRIVING INNOVATION

Ruan doesn't take for granted its leadership in food goods transportation. The

company is helping to determine the direction the industry will take. Partnering with the Innovation Center for U.S. Dairy, for example, Ruan is co-chairing the organization's Environmentally Sustainable Methods for Achieving Responsible Transportation (E-SMART) initiative. E-SMART is developing dairy-specific guidelines to cut carbon dioxide emissions by 165,000 metric tons annually, potentially saving 16.5 million gallons of diesel.

Ruan was honored recently with a SmartWay® Excellence Award from the U.S. Environmental Protection Agency (EPA) as a true industry leader in freight supply chain environmental performance and energy efficiency. Ruan is a longstanding partner of SmartWay, a collaboration between the EPA and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

Ruan utilizes a variety of environmentally friendly strategies, including idle reduction and auxiliary power unit (APU) usage, low viscosity lubricants, reduced highway speeds, lightweight equipment, paperless technologies and processes and successful driver training designed with an emphasis on maintenance and fuel consumption.

The company continually investigates new, sustainable fuel options like biodiesel and compressed natural gas (CNG). In fact, Ruan currently operates one of the largest CNG fleets in the country hauling dairy products in Indiana. The use of CNG at this operation will eliminate as many as 1.8 million gallons of diesel fuel each year.

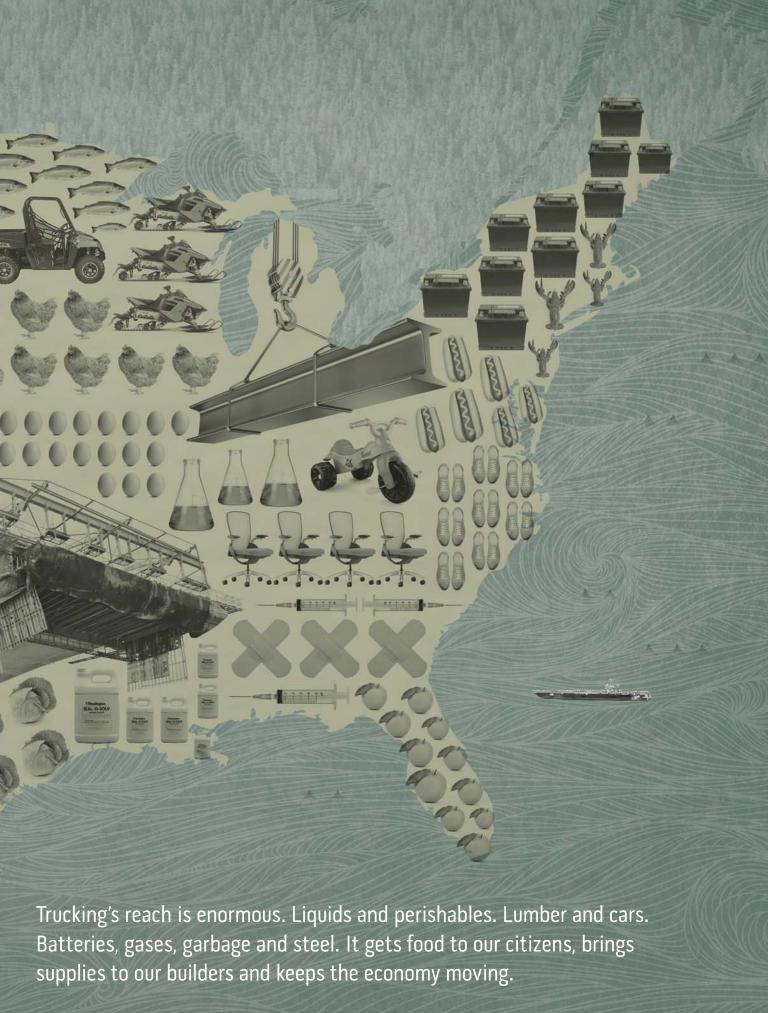
"Our company has a long tradition of seeking and implementing strategic fuel conservation measures, which not only controls costs, but helps protect the environment," said Ruan President and CEO Steve Chapman. "The SmartWay Excellence Award affirms our commitment to safe, efficient business practices that benefit our customers, team members and the global community."

Benefiting the global community is consistent priority for the company, and Ruan is especially proud of its sponsorship of The World Food Prize. Since 1990, the Ruan family and the Ruan company have sponsored and promoted the prize in an effort to help advance human development by improving the quality, quantity or availability of food in the world.



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THE GOODS



It's an incomprehensibly large number: 9.2 billion tons.

That's how much U.S. freight was transported in trucks during 2011. How much is 9.2 billion tons?

An aircraft carrier weighs 100,000 tons. Ten of those equal a million tons ... which means trucking transported the equivalent of 92,000 aircraft carriers.

That's a lot of firepower. And that's a huge impact on the economy.

The fact is, without trucking, the economy simply doesn't function. It's the seen — but underappreciated — driver of American prosperity.

Trucking touches everything

Raw materials. Component parts for manufacturers. Food — both raw and processed. Bulk construction materials. Hazardous chemicals. Medical supplies. Oil and gas. Plants, trees, soil, rocks. Even oxygen, helium and nitrogen contained in canisters and specialized tanks. Trucks transport it all.

"Regardless of what mode ships the product, ultimately a truck will deliver it," said Ralph Arthur, Ruan's president of Dedicated Contract Carriage. "Whether that is cradle-to-grave transportation, or a truck meeting a train after it has gone as far as it can go, or taking containers from a port—if it moves, we haul it at some point."

The reason for this is agility. Unlike other modes of transportation—air, rail or water—trucking does not have a fixed infrastructure. Or, rather, trucking's infrastructure goes everywhere, while trains, planes, barges and boats are restricted to existing railroads, airports and waterways.

As carriers and shippers have become more sophisticated and technology has allowed for greater control, trucking has become an integral part of the supply chain. The ability of trucking companies to deliver goods as quickly as they do over the road

reduces manufacturers' and retailers' inventory and warehousing expenses. If an order is placed a day in advance, a truck can deliver it the next day.

Driving just-in-time manufacturing

This supply chain shortening also makes possible one of today's most widespread manufacturing techniques. Just-in-time (JIT) manufacturing is impossible without a commitment to an agile transportation solution. "Just-in-time manufacturing has been around quite a while," Arthur said, "but trucks play an integral part in making that system work efficiently."

The JIT technique allows manufacturers to radically reduce inventories and rapidly adapt to changing customer demand.

Getting personal with America

Trucking may have helped bring about JIT manufacturing, but Americans benefit from trucking in far more tangible ways. "When you talk about perishables, there's a reason to want to get your bananas to the store on time," Arthur said. "And so food transportation — obviously — is dominated in the grocery side of the world by trucking."

Certainly in the dairy industry, the cows milk whether you're awake or asleep, on vacation or working. Cows never take a day off, so trucks are essential in getting the freshest milk to the creamery.

In retail, the shortened supply chain is enabling retailers to reduce inventories. This is obvious to anyone who has been shopping during any holiday season: retail stores are simply not stocking goods the way they once did. Instead, their inventory systems keep track of everything from the point of sale and generate automatic warehouse pulls. The needed items are put on a truck and the shelves are re-stocked the next day.

"With companies like Walmart or Costco, they are making a commitment to the customer that if you order it today, you'll have it tomorrow," Arthur said. "Trucking is what enables these companies to keep that promise."

That's the new world: a world where retailers don't need safety stock because they are only one day away from full shelves.

Employing Americans

One measure of an industry's impact on the United States is how many people it employs. According to the American Trucking Associations (ATA), in 2010, trucking employed 3 million truck drivers, and an additional 6.8 million people were employed throughout the economy in trucking-related jobs like maintenance, dispatch, safety, administration and more. That's about one in every 16 people in the private sector who work in trucking-related jobs.

HOW MUCH IS

9.2 BILLION

TONS? IT IS

EQUAL TO

92,000

AIRCRAFT

CARRIERS.



That's a huge percentage of the population to be employed in a specific industry, and it speaks to the breadth and importance of trucking in America today.

Driving safety advances

Throughout its history, trucking has often been unfairly vilified as a public safety hazard. And it's not hard to understand why. Accidents involving big rigs can be very serious, and every year they result in fatalities and critical injuries.

What is important to realize, however, is that professional drivers today are safer than ever before. According to the ATA, the number of miles traveled by large trucks jumped 42.2 percent from 1999 to 2009. Despite this incredible increase in miles driven, the number of fatal accidents dropped by 34.5 percent during the same 10-year period. That translates into a large truck fatal crash rate, which is the number of fatal crashes per 100 million vehicle miles traveled, of 1.04. That's the lowest level since the U.S. Department of Transportation (DOT) began tracking the data in 1975.

How has the industry been able to lower the numbers so significantly? Ralph Arthur said it boils down to three things. First, the hours-of-service rules that went into effect in 2003 have had a large impact. Second, the professional drivers are continually receiving training, and professional motor carriers are placing a high priority on safety. And third, the new Compliance, Safety, Accountability (CSA) initiative that rates different criteria for carriers is contributing to increased safety on the road because it's scoring not only trucking companies but also drivers.

"There is some debate about whether all the criteria in CSA are fair or not," Arthur said, "but by and large, that debate is shining the spotlight on carriers and drivers that are unsafe. It's got to play out a little longer and there needs to be some modifications to the measurement system, but for the first time out of the box, it's doing pretty well."

Steadily reducing emissions

Trucking also takes vehicle emissions and fuel conservation very seriously. In 2011, President Barack Obama announced the first-ever heavy-duty truck fuel standards. This announcement was largely met with praise by the transportation industry. These fuel standards are expected to save truck drivers up to four gallons of diesel for every 100 miles they travel, according to *Transport Topics*.

Even when the estimated increase in the cost of a truck is factored in — approximately \$6,200 — the investment is expected to pay off in one year.

WHAT'S MORE, THESE FUEL STANDARDS SHOULD REDUCE EMISSIONS FURTHER BY 23 PERCENT.

Lowering emissions and increasing gas mileage, however, is not a new phenomenon. Transportation companies have been developing energy-saving technologies for decades. All long-haul trucks now feature aerodynamic tractors that force wind up and around the trailer. Side skirts, a recent invention, are becoming common on trailers because they reduce fuel consumption. Natural gas is beginning to power trucks around the nation. And, diesel engine modifications over the past 10 years have had a major impact on emissions.

"The majority of the actual reduction is because of the current diesel engines," Arthur said. "With the engines we use today — that were mandated in 2010 — the air coming out of the exhaust is actually cleaner than the air going in to the engine. So essentially, we're driving around very expensive air cleaners."

All these factors have contributed to a stunning environmental success for the trucking industry — and for America. Since 2000, overall highway vehicle emissions have dropped by 55 percent. Additionally, the ATA reports that in 2010, trucks consumed 56.3 billion fewer gallons of fuel than passenger vehicles, and only 17.6 percent of the total. That's while traveling just 8.7 percent of the miles traveled by passenger cars.

Cresting the hill

Although the past few years have shown a slight decline in overall miles driven and freight carried, revitalization appears to be in sight. Economic indicators show that a slow recovery is underway, and trucking will play a major role in its continuation.

Finding, developing and retaining professional drivers will be key to keep the momentum rolling. Companies like Ruan that emphasize work-life balance are attractive places for drivers to work, and they are well-positioned to deal with the current and anticipated driver shortage.

Moving forward, trucking will remain one of the most important factors driving the American—and the world—economy.

How can it not?

No other transportation mode is capable of being as adaptable, as elastic, as cost effective, as efficient and as fast. Airplanes, trains, barges and container ships all have a place in the supply chain, but unlike a truck, none of these are always essential.

Only a truck offers shippers, retailers, manufacturers, farmers, distributors and producers the speed and convenience necessary to compete in today's demanding marketplace.

So the next time you see a truck on the road, remember: it's not just bringing batteries to Best Buy or hauling carrots to Kroger. It's driving America's economy and helping to bring us back.



DOT proposes stability control rule for trucks and buses.

A new rule proposed by the National Highway Traffic Safety Administration (NHTSA) would require that all new heavy-duty trucks and buses be outfitted with electronic stability control systems designed to prevent rollover accidents.

Electronic stability control (ESC) technology, which would be installed on all new vehicles with a gross weight of more than 26,000 pounds, could prevent 56 percent of rollover accidents each year, according to the NHTSA. It could also curb 14 percent of loss-of-control crashes.

ESC systems utilize sensors to monitor vehicle movement and steering. When the sensors are activated, ESC automates computer-controlled braking to prevent an accident. It also helps the driver address under-steer or over-steer conditions that can cause loss-of-control crashes.

"I am in favor of the proposed rules," said Ruan's Director of Safety Lisa Gonnerman. "I think it's a good way to enhance safety across the industry. Many of Ruan's tractors made after 2009 are equipped with stability controls, and we see few rollover accidents with these models."

The proposed rule would become active two to four years after made final, which could take more than a year.

While the transportation industry supports a stability control mandate, the American Trucking Associations (ATA) would prefer roll stability control (RSC) over ESC.

Both systems detect the risk of rollover or instability and slow the vehicle by cutting back the throttle and applying the brakes automatically. But RSC is triggered only by roll instability, while ESC reacts to both roll instability and yaw instability,

such as a skid that could lead to a jackknife. The ATA says the diverse industry needs a flexible standard, which RSC would provide.

Electronic stability control (ESC) technology could prevent 56 percent of

rollover accidents each year and could also curb 14 percent of loss-of-control crashes.

"Safety is, and always has been, ATA's highest calling," ATA President and CEO Bill Graves said in a statement. "We're encouraged that NHTSA is looking at this important area of truck safety. Technology, whether it is ESC, roll stability control or electronic on-board recorders, can help our industry improve on its already impressive safety record."





CREATING A STRONGER, STRICTER, SAFER CSA.



FMCSA MAKES MAJOR ENHANCEMENTS TO CSA

The Federal Motor Carrier Safety Administration (FMCSA) announced in August that it is making several technical changes to the Compliance, Safety, Accountability (CSA) program. The FMCSA said it hopes these changes, which went into effect December 2012, will enable the agency to more quickly identify and address high-risk compliance concerns.

Some of the changes, however, have drawn significant criticism from the transportation industry, particularly the creation of a Hazardous Materials Behavior Analysis and Safety Improvement Category (BASIC). Transportation violations are divided into seven BASICs, and carriers receive a CSA score in each BASIC.

The FMCSA says the changes will provide the agency more exact information when measuring a company's safety performance. The modifications include:

- **1| Changing the Cargo-Related BASIC** to the Hazardous Materials BASIC to better identify hazmat safety and compliance problems.
- **2** | Removing 1 to 5 MPH speeding violations to ensure citations are consistent with current speedometer regulations.
- 3 Changing the Fatigued Driving BASIC to the more specific Hours-of-Service (HOS) BASIC to more accurately reflect violations in this area. Paper and electronic logbook violations are included in the HOS BASIC, and they will be weighted equally.
- **4 | Strengthening the Vehicle Maintenance BASIC** by including cargo/load securement violations from the previous Cargo-Related BASIC.
- **5** | **Including intermodal equipment violations** that should be found during drivers' pre-trip inspections.

Prior to the announced changes, the FMCSA provided a four-month preview period to ensure the public had the opportunity to review and comment on them. More than 14,000 carriers and 1,700 law enforcement personnel took part in the public preview.

"FMCSA has continued to review recommendations from the industry on changes, which enhance the program to be more accurate and effective. This recent change shows their willingness to listen and make the needed changes," said Ruan's Director of Safety Lisa Gonnerman.

During the review period, the American Trucking Associations (ATA) applauded the FMCSA for listening to the concerns of those impacted by the changes. However, the ATA—and some transportation companies—are concerned about the way violations are measured in the newly developed Hazardous Materials BASIC and argue that scores are inconsistent. As a result, the FMCSA said these scores will not be made available to the public immediately, and the FMCSA will continue to monitor scores before releasing them to the public.

"Ruan has trucks in all lines of business, including flatbed and hazmat, so the changes do make the program more consistent," Gonnerman said. "The changes address a number of the issues trucking companies that operate flatbeds in particular have been concerned about. Overall, I think the changes made to the CSA program are very positive for both Ruan and the program."

PREVIOUS BASICs

NEW BASICs (as of December 2012)

Unsafe Driving

Crash Indicator

Unsafe Driving
Fatigued Driving
Driver Fitness
Controlled Substa

Controlled Substances/Alcohol Vehicle Maintenance

Cargo-Related

Crash Indicator

Hours-of-Service
Driver Fitness
Controlled Substances/Alcohol
Vehicle Maintenance
Hazardous Materials



Secretary-General of the United Nations H.E. Ban Ki-moon opened his remarks at the World Food Prize Laureate Ceremony at the Iowa State Capitol October 18 by describing how the drought in Iowa will affect food prices and the availability of food and saying, "Iowa is that important. Iowa nourishes the world."

The 2012 World Food Prize was awarded to Dr. Daniel Hillel, an Israeli scientist who pioneered a radically innovative way of bringing water to crops in arid and dry-land regions. Ruan Chairman John Ruan III awarded Dr. Hillel the World Food Prize with Ki-moon, along with a \$250,000 check. The Ruan family endows this prestigious award.

In recognizing Dr. Hillel, the Secretary-General said, "We draw hope from contributions like those of this year's honoree. Imagine trying to coax crops out of the dry ground of the Middle East," and that Hillel "stared at hard circumstances. Instead of waiting for a rainstorm, he had a brainstorm."

Dr. Hillel's water management concepts — promoted by the U.N. Food and Agriculture Organization — have spread principles, designed practical applications and achieved wide outreach to farmers, communities, researchers and agricultural policymakers in more than 30 countries. Dr. Hillel has impacted the lives of millions.

During the hour-and-a-half live television broadcast, Dr. Hillel's scientific achievements

were noted as well as his dedication to working with people across borders to help improve food security for all. Dr. Hillel's nomination for the World Food Prize contained letters of support from individuals and organizations in Jordan, Egypt and the United Arab Emirates.

Special artistic elements during the ceremony included the OP. 96 American by Antonin Dvorak, performed by the Bryant Park Quartet from New York; and as a special tribute to Dr. Hillel, Israel's leading international concert and recording artist Noa sang several selections showing her musical and lyrical sensibilities combined with her Yemenite roots.

The World Food Prize Laureate Award Ceremony was the culmination of the World Food Prize symposium in Des Moines, IA. Earlier that week, diplomats, international business leaders, ambassadors, heads of international governments and scientists descended on lowa with the goal of freeing the world from hunger by developing and promoting sustainable agriculture.



U.N. Secretary-General Ban Ki-moon (left) and World Food Prize Chairman John Ruan III (right) award the World Food Prize to Dr. Daniel Hillel from Israel.

THE RUAN FAMILY AND THE WORLD FOOD PRIZE

The Ruan family is dedicated to the fight against world hunger through its support of the World Food Prize, created in 1986 by Nobel Laureate Dr. Norman Borlaug.

The prestigious \$250,000 award honors the achievements of individuals who have advanced human development by improving the quality, quantity or availability of food in the world.

The Norman E. Borlaug World Food Prize Hall of Laureates — spearheaded by John Ruan III and the City of Des Moines — proudly opened its doors in October 2011. The historically designated building, expected to be Platinum LEED certified, serves as the headquarters of the World Food Prize Foundation and attracts both local and global visitors.

Ruan Earns U.S. EPA 2012 SmartWay Excellence Award

Ruan was honored with a SmartWay® Excellence Award from the U.S. Environmental Protection Agency (EPA) as a true industry leader in freight supply chain environmental performance and energy efficiency. Ruan is a longstanding partner of SmartWay, a collaboration between the EPA and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

Ruan utilizes a variety of environmentally friendly strategies, including idle reduction and auxiliary power unit (APU) usage, low viscosity lubricants, reduced highway speeds, lightweight equipment, paperless technologies and processes and successful driver training designed with an emphasis on maintenance and fuel consumption. The company continually investigates new, sustainable fuel options like biodiesel and compressed natural gas (CNG). In fact, Ruan currently operates one of the largest CNG fleets in the country hauling dairy products in Indiana. The use of CNG at this operation will eliminate as many as 1.8 million gallons of diesel fuel each year.

"Ruan has a long tradition of seeking and implementing strategic fuel conservation measures, which not only controls costs, but helps protect the environment," said Ruan President and CEO Steve Chapman. "The SmartWay Excellence Award affirms our commitment to safe, efficient business practices that benefit our customers, team members and the global community."

Ruan was one of 40 companies — representing fewer than 1 percent of SmartWay's 3,000 partners — to receive this distinction. The awards for truck and multimodal carrier partners were announced at the American Trucking Associations' Annual Management Conference and Exhibition in Las Vegas, NV, on October 9.

"EPA is pleased to recognize these SmartWay partners with a 2012 Excellence Award. I commend Ruan for its leadership in moving goods efficiently and reducing the environmental impact of freight through the second generation SmartWay Transport Partnership," said Chris Grundler, acting director of EPA's Office of Transportation and Air Quality. "Their commitment is helping lead the freight industry to a more sustainable future."



SmartWay[™] Transport Partnership

The EPA launched SmartWay in 2004 to help businesses improve the sustainability of their freight supply chains. Today, the partnership consists of nearly 3,000 partners, representing a cross section of the freight supply chain industry. As of today, SmartWay partners have saved 55 million barrels of oil. This is equivalent to taking more than 3 million cars off the road for an entire year. SmartWay's clean air achievements (23.6 million metric tons of carbon dioxide, 478,000 tons of nitrogen oxides and 22,000 tons of particulate matter reduced so far) help protect the health and well-being of citizens while contributing to America's economic and energy security.

Ruan's Superior Service, Leadership Acknowledged by Multiple Industry Publications

Once again, Ruan has received a spot on *Food Logistics* magazine's 100 top 3PLs list. The 100 companies on the list, which are not ranked, are helping food, beverage and CPG companies gain a competitive logistical advantage throughout the supply chain. These companies have been recognized due to their broad scope of services and capabilities that enable food companies to reduce costs, increase flexibility and improve service levels.

BULK TRANSPORTER

Ruan also earned the number four spot in *Bulk Transporter* magazine's Gross

Revenue Volume Report for tank carriers for 2011. This is the fifth year in a row Ruan has received this rank. According to trucking industry economists, of all the trucking industry sectors, the tank truck industry is the one that is in full economic recovery. This increase in economic strength is visibly reflected in this year's report, which showed that tank fleet activity grew by approximately 20 percent.

Transport Topics

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For the Section of Con

Transport Topics' Top 100 For-Hire
Carriers list for 2012 placed Ruan in the
37 spot. The 100 carriers on the list were
measured in categories such as revenue,

revenue growth, number of employees, fleet size and services provided. *Transport Topics* also awarded Ruan the number four spot in Dedicated Contract Carriage and the number four spot in the tank/bulk sector. Ruan also landed the number 23 spot on the list of Top 50 Logistics Companies.

Ruan also earned a spot on two lists from *Inbound Logistics* magazine: Top 100 Trucker and Top 100 Freight Carriers. For the Top 100 Motor



Freight Carriers list, *Inbound Logistics* editors evaluated surveys, spoke with companies and customers and researched online to narrow the pool of 250 companies down to the top 100 motor freight carriers.

"One key driver in our selection process was how a logistics solutions provider enables value for its customers," said Felecia Stratton, editor of *Inbound Logistics*. "In today's economic climate, 3PLs must produce direct savings for customers by optimizing transport networks, reducing inventory-to-sales ratios or advancing the order-to-cash cycle. It is also important for logistics partners to act as business change agents, driving their customers' ability to match demand for their products more closely to supply, aligning enterprise operational performance to the larger economic trend. That is what Ruan does, and why we are happy to recognize it as a 2012 Top 100 3PL."



Ruan Honored with Two Target Transportation Awards

Ruan added two accolades for its service to Target Corporation in 2011. Ruan received the 2011 Outstanding Partnership Award, which recognizes carriers who rose to the occasion during a critical time and/or provided support. And Matt Skarin, Cedar Falls, IA, terminal manager, earned the 2011 All Star Award, awarded to individuals who have made extraordinary contributions to Target's business in the past year.

"Matt's leadership skills of communicating effectively, managing execution and strategizing continue to make him an outstanding partner," the award reads. "He is willing to go above and beyond to put the guest first and offer numerous solutions to any issues that may arise and instills those same values in the team he leads."

Corporate team exceeds United Way campaign goals

For the third year in a row, Ruan team members joined forces to exceed their United Way campaign goals, making the 2012 campaign the most successful to date. The Ruan team raised a record of more than \$142,000 for the United Way of Central lowa, an increase of \$13,503 over 2011. Like 2011, 95.7 percent of team members participated during the campaign, and many of them increased their previous giving level.

The highlight of the campaign was the first annual Ruan Fall Festival. On October 24, nearly 60 preschool-aged children from four local childcare centers traveled to the Ruan Center for a Halloween-themed festival. Ruan departments organized activities such as coloring, a wellness race, face painting and story time for the children.







Ruan Aviation Wins Safety Award

Whether by road or air, safety is always a number one priority for Ruan. Because of this commitment, Ruan Aviation was honored by the National Business Aviation Association with an award for flying 12 million miles accident-free.

Currently, Ruan houses a Challenger 300 and a Citation 2+, which travel about 550 miles per hour. The operators of these planes are Gary Berding (25 years), Bob Pinnell (19 years), Mike Mackie (seven years) and Robert Norlin (one year), all of whom receive training twice a year. At the end of 2011, these pilots had flown over 25,200 hours.

"Air service has deteriorated in Des Moines, making it more difficult to get to our clients," said John Ruan III, chairman of the Ruan Companies. "With the corporate plane, we can have a meeting with our client in Denver, and our team members can be home with their families that

evening. We're also able to make multiple stops along the way to see several clients."

The Ruan family has donated the planes for various efforts, including carriage of wounded veterans for the Veterans Airlift Command and transportation of organs and blood. They have also been used for the Special Olympics and the M.S. Charity Golf event. The planes have

carried World Food Prize dignitaries, including Former President Jimmy Carter, Elizabeth and Bob Dole and Robert McNamara.



Ruan driver named TCA Highway Angel for saving injured motorist



Early February 26, 2012, Ruan driver Larry Druckamiller saved a life. Because of his tremendous efforts and keen eye, he was named a Truckload Carriers Association (TCA) Highway Angel.

Druckamiller, who operates his routes out of Ruan's Ft. Wayne, IN, terminal, was driving just north of Schneider, IN, when he noticed a small light out

of the corner of his right eye. Curious what it was, Druckamiller pulled over and positioned his tractor so his headlights illuminated the field. He found a badly damaged, upside-down car nearly 150 feet off the roadway. After parking his truck and running to the car, he found an injured man stuck in the vehicle.

The driver told Druckamiller he had been in the field for more than an hour and a half waiting for

someone to see him. Each time the driver saw a vehicle, he would turn on the ignition hoping that someone would see the headlights. However, the driver was unaware that the front of the vehicle had ripped away except for one small marker light.

Druckamiller had seen the small marker light that saved the man's life



RUAN ANNIVERSARIES

45 Kenneth Wehmas, Used Equipment Sales

30 Ernie Bensley, Ruan Center I Don Nord, Start-up I Scott Howarth, North Valley Region I Tracey Ball, CFO

25 Robert Rinehart, Holstein, IA I Patrick Ostrowski, Wisconsin Rapids, WI

20 David Berton, Foreman, AR I John Latchaw, Foreman, AR I Melvin Mortenson, Sioux Falls, SD I Russell Shrader, Ruan Center I Douglass Pinney, Wisconsin Rapids, WI I Joanna Liston, Des Moines, IA I Loi Huynh, Los Angeles, CA I Doug Worley, Tulare, CA I Rickey Stuart, Foreman, AR I Dave Cochran, Phoenix, AZ I Todd Oyer, Madison, WI

15 Stephan Harvey, Des Moines, IA | Rory Kuhljuergen, Analysis and Budgeting | Stephen Larsen, Purchasing I Roy Woods, Cedartown, GA I Douglas Decker, Cedar Falls, IA | John Gorman, Phoenix, AZ | Michael Kissinger, West Burlington, IA | William Nagy, East Chicago, IN | Herbert Wilcox, Munster, IN | Dean Johnson, Madison, WI | Larry Kock, Muscatine, IA | Marshall Kraft, Central Region | Gregorio Pena, Turlock, CA | William Polk, Tulare, CA | Luke Steffes, Madison, WI | Tommy Wray, Cedartown, GA | Allan Lebrick, Wisconsin Rapids, WI I Porfirio Orozco, Ripon, CA I Keith Speer, Tulare, CA I Jose Rico, Manteca, CA | Jorge Quijano, City of Industry, CA | Paul Kerr, Sioux Falls, SD | Ralph Flores, Jr., Dallas, TX | Edward Acord, St Joseph, MO | Jerry Gardner, St. Joseph, MO | Larry King, Des Moines, IA | Melvin Walker, Des Moines, IA | Roger Wootton, Cedartown, GA | James Harris, Fort Worth, TX

10 James Barker, Salem, VA | Christopher Dierberger, Appleton, WI | Hermelindo Herrera, Ripon, CA | Mark Kostyal, Phoenix, AZ | Mario Luna, Turlock, CA | Harley Mullen, Cleburne, TX | Javier Razo, Turlock, CA | Ricky Roach, Memphis, TN | Cheryl Arbuckle, Ripon, CA | Jenny Linebaugh, Ft. Wayne, IN I Eric Meidenbauer, Environmental / Properties | Ross O'Dowd, Phoenix, AZ | Kimberly Thornton, Cleburne, TX | Earl Boxley Jr., Phoenix, AZ | David Clift, Tulare, CA | Ricky Conner. Meridian, ID | Tommy Foster, Greensboro, NC | Sagrario Garcia, Ripon, CA | Lisa Gatewood, Phoenix, AZ | Chris Harke, Meridian, ID | Antonio Hernandez, Ripon, CA | Kenneth Jerome, Meridian, ID | Jaime Martinez, Meridian, ID | Charles McCorkle, Greensboro, NC | Clifford Miller, Meridian, ID | Richard Moffet, Turlock, CA | Richard Newberry, Meridian, ID | Larry Newcomer, Eau Claire, WI | Jerry Purdum, Meridian, ID | Jerry Tiner, Meridian, ID | Lazaro Urguiaga, Meridian, ID | Jerry Vickery, Meridian, ID | James Warren, Concentric International Inc | Phillip Schmidt, Phoenix, AZ | Kimberly Byers, Avis I Guadalupe Mancilla, Ripon, CA | LeRoy Rhodes, Phoenix, AZ | Dennis Esposito,

Phoenix, AZ | Manuel Renteria, Roswell, NM | Casey Cawthon, Brokerage | Paul Wessel, Earth City, MO | Darell Bowman, Phoenix, AZ | Dale Moths, Turlock, CA | Kenneth Roth, Sioux Falls, SD | Eric Bentzinger, Omaha, NE | Frank Lovicott, Madison, WI | Charles Carmin, Ft. Wayne, IN | James Conway, Phoenix, AZ | Mark Wendt, Phoenix, AZ | Pat Shipley, Used Equipment Sales | Sylvester McCracken, Ruan Center | Aubrey Doyal, Foreman, AR | Michael Soik, Brookfield, WI | Joseph Griffith, East Chicago, IN | Dwayne Harer, Wisconsin Rapids, WI | Ruben Castaneda, Ripon, CA | Roberto De La Rosa, Turlock, CA | Albert Kelly, Orland, CA

5 Kris Bastian, Green Bay, WI | Ken Beyer, Madison, WI | Luis Carrera, Roswell, NM | Manuel Cervantes, Midlothian, TX | Raymond Corrales, Clovis, NM | John Crawford, San Antonio, TX | Brian Dippel, Tampa, FL | Eugene Donnelly, Fernley, NV | Kemp Elliott IV, Tulare, CA | Edmundo Escontrias, Roswell, NM | Laura Flynn, Victorville, CA I Jessica Gilbert, Cleburne, TX I Carl Goodwin, Seattle, WA | Orvil Griffith, Foreman, AR | Keith Grummel, St Joseph, MO | Kenneth Hjarpe. Fort Worth, TX | Dan Litwiler, Muscatine, IA | Michael Medina, East Chicago, IN I Adrun Monroe, Phoenix, AZ | Dennis Murphy, Omaha, NE | Iva Nixon, Fernley, NV | Kurt Pedersen, Cedar Falls, IA | Zoltan Pusenyak, Cedar Falls, IA | Sherrell Roberson, Fernley, NV | Richard Saunders, Wilton, NY | Dale Schwartz, Plymouth, MN | Carl Skogsberg, Wilton, NY | Charles Sutliff, Amsterdam, NY | Gary Thompson, Phoenix, AZ | Robert Wellman, Seattle, WA | Brian Wolf, Cedar Falls, IA | Cedric Allen, Salem, VA | Richard Ata, Salem, VA | Christopher Blain, Charlotte, NC | Mario Bonilla, San Francisco, CA | JoAnn Burns, Muscatine, IA I Vicki Carlson, Chico, CA I Charles Decker, Tampa, FL I Jesse Fleming, Dekalb, IL | Greg Jarvis, Portland, OR | Adam Johnson, Wilton, NY | Luke McClure, Brooklyn Park, MN | Richard McKee Jr., Tyler, TX | Michael McVey, Seattle, WA | Bruce Miller, Orland, CA | Darryl Nelson, Midlothian, TX | David Petitt, Cedar Falls, IA | Greg Phelan, Warranty | Rafael Ramirez, Turlock, CA | Dan Rourke Jr., Dekalb, IL | Loren Storni, Foreman, AR | Casey Strait, Des Moines, IA | John Turner, Terre Haute, IN | Ildefonso Villalobos, Phoenix, AZ | Brett Webberley, Portland, OR I John Yerina, Amsterdam, NY I Sherry Alford, Phoenix, AZ | George Beamer III, Salem, VA | Kenneth Brown, Wilton, NY | Harold Davis, Reno, NV | Alija Hodzic, Salem, VA | Mark Hubartt, Ft. Wayne, IN | Ulysses Locke, Tampa, FL | Jimmie McCallum, Midlothian, TX | Michael Quattlebaum, Tyler, TX | Josh Raney, Roswell, NM | Delon Rhodes, Foreman, AR I Joseph Standley, Seattle, WA | Daniel Starlin, Tampa, FL | Gregory Stedman, Spokane, WA | Scot Suhr, Joliet, IL | Sammie Ward, Chicago, IL | Raymond Yarter, Wilton, NY | Michael Yoshida, Phoenix, AZ | Regina Blake, Landover, MD I Michael Sage, Topeka, KS | Randy Taylor, Brooklyn

Park, MN | James Ybarra, Fernley, NV | Daniel Hull, East Chicago, IN | John Randel, Phoenix, AZ | Jackquelyn Wandler, Martinsburg, WV | Afton Thomas, Dekalb, IL | Kurt Strobach, Dekalb, IL | Darrell Chennault, Tyler, TX | Douglas Altenhof, Salem, VA | Greg Dimmick, Ft. Wayne, IN | Edward Hughes, Madison, WI | Rodney Condon, Madison, WI | Robert Maxwell, Midlothian, TX | Johnny Bernard, Midlothian, TX | Dale Koshinski, Cedar Falls, IA | Aaron Krusick, Cedartown, GA | Lisa Arnold-Harvey, Compensation & Benefits | Christopher Pritchett, Columbus, MS | James Myers, Amsterdam, NY | Santiago Sosa, Cleburne, TX | Harry Dunnington, Landover, MD | Michael Knight, Landover, MD | Jose Baez, Landover, MD | Bobby Anderson, Landover, MD | Alfred Sanders, Landover, MD | Steven Meyer, Brooklyn Park, MN | Marvin Eakman, Brooklyn Park, MN | Greg Pruitt, Shelbyville, IN | Enrique Flores-Contreras. Phoenix, AZ | Roel Valdez, Ripon Region | Michael Cadilli, Mira Loma, CA | Angel Garcia, City of Industry, CA | Edwin Ramano, Turlock, CA | Mark Gontz, South Boston, VA | Larry Lerch, Richfield, OH | Garry Hayes III, Des Moines, IA | Richard Cook, Spokane, WA | Van Aperloo, Wilton, NY | Myron LaRose, Wilton, NY | John Lambo, Wilton, NY | James Lewis, Wilton, NY | Mark Line, Pomona, CA | Bruce Grummon, Holstein, IA | Peter Fischer, Phoenix, AZ | Ricardo Guzman, San Antonio, TX | Harvey Taylor, Roswell, NM | Fernando Contreras, Rialto, CA | Gary Putman, Amsterdam, NY | Robert Orleanski, Amsterdam, NY | William Taybron, Landover, MD | Tracy Patton, Brooklyn Park, MN | Christian Contreras Tulare, CA | Jose Rodriguez-Romero, Tulare, CA | Leslie Swacker, Tulare, CA | Roy Lucas, Tyler, TX | Barbara Tripp, Plymouth, MN | Sarah Page, Canby, OR | David Duffey, Tyler, TX | Danis Bivens Sr., Tampa, FL | David Keeler, Carthage, MO | Michael Wylie, Cedartown, GA | Charles Heavner, Amsterdam, NY | Joseph Johnson, Amsterdam, NY





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