

In Memorium: Dr. Norman E. Borlaug  
March 25, 1914 – September 12, 2009

# RED

The **RUAN** Magazine  
Number 03 Winter 2009

The man who saved a billion lives.

A black and white photograph of Dr. Norman E. Borlaug, a man in a straw hat and light-colored shirt, standing in a field of wheat and writing in a notebook. The image is the background for the magazine cover.

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**A MESSAGE FROM**

## John Ruan III, Chairman & CEO



In September, Ruan lost a true friend and hero, and the world lost one of its greatest humanitarians, Dr. Norman E. Borlaug. I had the honor and privilege of knowing and working with Dr. Borlaug through our mutual support of The World Food Prize. Dr. Borlaug founded the World

To highlight the importance of sustainability, the current issue of *RED* focuses on various sustainability issues and solutions. In one client profile, we discuss how a substantial investment in research has allowed the company to develop innovative and environmentally sound business solutions.

We must challenge ourselves to discover solutions that improve the quality of our operations and the quality of life for local, national and global communities.

We address many of the current initiatives taking place at Ruan, including our involvement in the Smartway Transport Partnership, our leadership role in the dairy industry's E-Smart program, and

Food Prize in 1986 and Ruan has been proud to endow and support The Prize since 1990. As a humble tribute to "the man who saved more lives than any other person who has ever lived" we have dedicated this issue of *RED* to honoring Dr. Borlaug's life and legacy.

our use of web-based employee training programs to provide team members with flexible, paperless and cost-efficient learning opportunities. We also share Ruan's perspective on the specific actions that all transportation carriers can take to ensure efficiencies and cost-savings for their clients while minimizing environmental impact.

At Ruan, we take great pride in our involvement with the World Food Prize and the advancement of ideas, policies and measures that ensure the sustainability of our world's food supply. The importance of sustainability has influenced not only our philanthropic interests but our business decisions as well. Ruan works collaboratively with our partners to implement business practices that benefit our customers, employees and the global community.

I believe it is important for organizations to continuously consider new approaches for the way we conduct business. We must challenge ourselves to discover solutions that improve the quality of our operations and the quality of life for local, national and global communities.

Sincerely,

A handwritten signature in black ink that reads "John Ruan III". The signature is written in a cursive, flowing style.

John Ruan III





RUAN AND WASTE MANAGEMENT  
SHARE A COMMON COLOR:

GREEN

Chances are, if you have a trash or recycling barrel, one of Waste Management's trucks stops at your driveway once a week. Their large green trucks are familiar sights in communities across the United States.

And that green color is no accident. Waste Management's company tagline is Think Green, but it's more like a mission. They are determined to continue to lead their industry by expanding their environmental services.

#### **Less waste, more management**

With landfills across North America, Waste Management has the largest landfill infrastructure in the country. But they also are focused on increased recycling and more closed-loop solutions. That's why they are investing heavily in green research and development, and exploring new ways of managing waste to



protect the environment. Those involve innovative applications like solar and wind power, recycling opportunities and landfill gas—an exciting technology that converts solid waste into LNG that has the potential of powering their collection fleets.

Waste Management's internal sustainability goals are just as progressive. They've mapped out aggressive targets for reducing fleet emissions and improving fuel efficiency that they hope to reach by 2020.

"We are working with engine manufacturers to achieve our goal of reducing our emissions by fifteen percent," says Jennifer Andrews, director of communications. "In 2008, we began field-testing the first hybrid waste collection truck and a first-generation hybrid bulldozer for use at our landfills."

To capitalize on their waste stream expertise, they've also introduced a new consulting division called the Green Squad. This division offers environmental consulting services to businesses and municipalities.

***Waste Management offers these suggestions to help companies go green.***

"The Green Squad takes a look at every aspect of an organization to gain a clear view of water and energy efficiency, general sustainability, and waste to resource management," Andrews says.

## Partnerships

Like Waste Management, Ruan's commitment to environmental stewardship is part of its corporate culture and part of its competitive advantage. Running low emission, fuel efficient trucks saves money for customers and benefits the environment. Lightweight, larger capacity trailers, designed by Ruan, allow fewer trips with larger loads.

Ruan is also a member of the U.S. EPA's SmartWay™ Transport Partnership, which seeks to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

With this much in common, it was only natural that these two leaders would find an opportunity to work together. That opportunity presented itself in Reno, Nevada in 2006.

As the city rapidly expanded and the need for garbage service escalated, Waste Management suddenly faced a tough decision — either outsource the work or make a substantial capital investment in new equipment. They decided to select Ruan's Dedicated Contract Carriage service.

## Playing to each others' strengths

Greg Martinelli, business development and contract manager of Waste Management, says that the startup went very smoothly. "We knew that

focusing on our business and outsourcing our private fleet was a very feasible option for us, but we were primarily focused on the capital investment."

Ruan's solution met not just the company's logistical needs, but also its employees' needs. Ruan promoted a Waste Management truck driver to be the dispatch manager for the fleet, helping with transitional issues. The new incentive-based pay system rewarded drivers and helped increase their daily turns from five or six roundtrips a day to eight or ten roundtrips.

The results speak for themselves. After just three months under the new system, Waste Management had reduced its driver count from 24 to 18 drivers with improved driver productivity. The company reduced its equipment from 22 trailers and 25 tractors to 17 trailers and 17 tractors. Ruan worked with a trailer manufacturer to customize equipment to meet

Waste Management's needs.

The addition of the new 50-foot trailers starting in April 2007, which hold two tons more garbage, helped increase payload by 10 to 15 percent. The trucks are California-approved and fit Waste Management's environmentally-friendly policies.

The success of this trial operation has led to increased business for both companies.

Martinelli noted that when additional locations became available after the original startup, Ruan was able to absorb the other locations into its work schedule without any additional labor or

equipment costs. Ruan improved efficiencies at those locations which were quickly identified in the P&L.

Since the start of the Reno program, Ruan has added a recycling lane, in which they transport a variety of recyclable materials from a collection facility to a sorting facility, and have expanded operations into California.

- + *Support a volunteer team of green champions to address water and energy consumption, waste and recycling practices*
- + *Turn off computers at night*
- + *Turn off lights when rooms are not in use*
- + *Take advantage of natural light whenever possible*
- + *Use both sides of the paper when printing or copying*
- + *Use electronic communication whenever possible*

*Remember, when your consumption goes down, so does your bill. Learn more at [ThinkGreen.com](http://ThinkGreen.com).*

# Professional Training: The Investment that Pays for Itself

As economic struggles force many companies to scale back development budgets and reduce training opportunities, Ruan chose a different course — one that emphasizes the development of its future leaders. In 2008, Ruan increased its training budget by 80%. Using flexible online systems to ensure employees learn and succeed in their roles, Ruan is cultivating leadership and growth at every organizational level while reducing its overall impact on the environment.

“We want to engage all employees with development opportunities that are meaningful, yet flexible enough to accommodate their work schedules,” says Todd Lenig, director of training at Ruan. “By offering a mix of online training courses, we can meet our employees’ needs, while providing a learning environment that is eco-friendly and cost efficient. The online approach allowed us to progress our training initiatives tremendously while helping us to identify and groom emerging talent.”

Ruan’s current training program consists of four online courses, two hybrid courses and one on-site course. The entire hiring, development and review process is also tracked online using ThinkWise, a web-based talent management system tailored to Ruan’s specific business goals. Moving to a web-based system for these two key Human Resources functions has led to a reduction in paper use and required travel.

## EMERGING LEADERSHIP

Development opportunities vary for different departments and roles, but the message is consistent: Ruan wants to develop strong leaders throughout the organization. One key to achieving that goal is the Emerging Leader Program, an eight-month online course offered in partnership with ATW Training and Consulting, Inc. Courses feature practical management tips, as well as a thought-provoking look at management challenges. For a deeper look at leadership, employees may also take part in Identifying the Leader Within, a hybrid course offered both online and off by author John Maxwell.

All Ruan employees are invited to attend sessions from the year-round Professional Development Series, also the result of a partnership with ATW Training and Consulting, Inc. Online presentations cover a wide range of topics appropriate for any position, including negotiation skills, project management, public speaking and managing change.

“Most of our employees have attended a Ruan-sponsored development program,” says Ron Hanson, vice president of HR at Ruan. “We have not only received positive feedback from participants, but we’ve seen the results in improved performance reviews.”

## TRAINING FOR SUCCESS & SAFETY

Driver training is vital to Ruan’s success and safety record. Ruan team members are able to complete OSHA and Department of Transportation (DOT) training and certification online. Certification requires a deep understanding of commercial driving rules and regulations, truck inspection, maintenance and repair, as well as job responsibilities and expectations. Technical training opportunities are also available for terminal managers and IT staff, with courses being developed for dispatch staff.

The Ruan sales team works with an online and onsite development program by Miller

In 2008,  
Ruan increased  
its training  
budget by

80%



Heiman to better track sales performance and manage partner solutions. With this flexible training and consulting system in place, Ruan's sales team is improving sales efficiency. Since the sales training was implemented, Ruan has seen a significant increase in sales as well as morale.

“Sales training has given our team new tools that have led to significant results,” says Eric Lee, senior vice president of sales at Ruan. “One year in, this development program has more than paid for itself in new sales.”

The final element of Ruan's extensive development and training program is a robust Intranet portal. Employees can use the portal to access corporate communications, policies and e-learning opportunities. Internal subject matter experts also publish articles to the site, enhancing knowledge across the company.

As a company built on hard work and honest leadership, Ruan has long been dedicated to employee development. This increased investment in e-learning capabilities ensures the process is flexible for employees, facilitates a reduction in paper use and unnecessary travel, all the while providing measurable results for managers. Embracing technology to advance staff development is one example of Ruan's drive to be different.



© Property of Smith System Driver Improvement Institute, Inc.  
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## Smith5Keys Helps Train Drivers Worldwide

Founded in 1952, Smith System Driver Improvement Institute, Inc. was the nation's first professional driver training company. Since then, hundreds of thousands of drivers throughout the world have benefited from the insights of its founder, Harold L. Smith. Smith's initial vision was to apply scientific study on the human visual and neurological systems to the improvement of people's driving skills. As a result, the company was a pioneer in teaching eye-mind coordination, which led to the time-tested Smith5Keys™, a method of on-road driver training that has become synonymous with safe driving.

Today, Smith System delivers its Smith5Keys coupled with practical behind-the-wheel instruction to more than 30,000 experienced fleet drivers each year. It has presented its program in 90 countries and 21 languages. Smith has trained trainers from 124 countries and has served more than half the Fortune 500 companies during the past decade.

The Smith5Keys give you space for the vehicle, visibility for the driver and that gives you time to make decisions. Each key has in-depth instruction that is easy to learn, simple to apply and easy to remember.

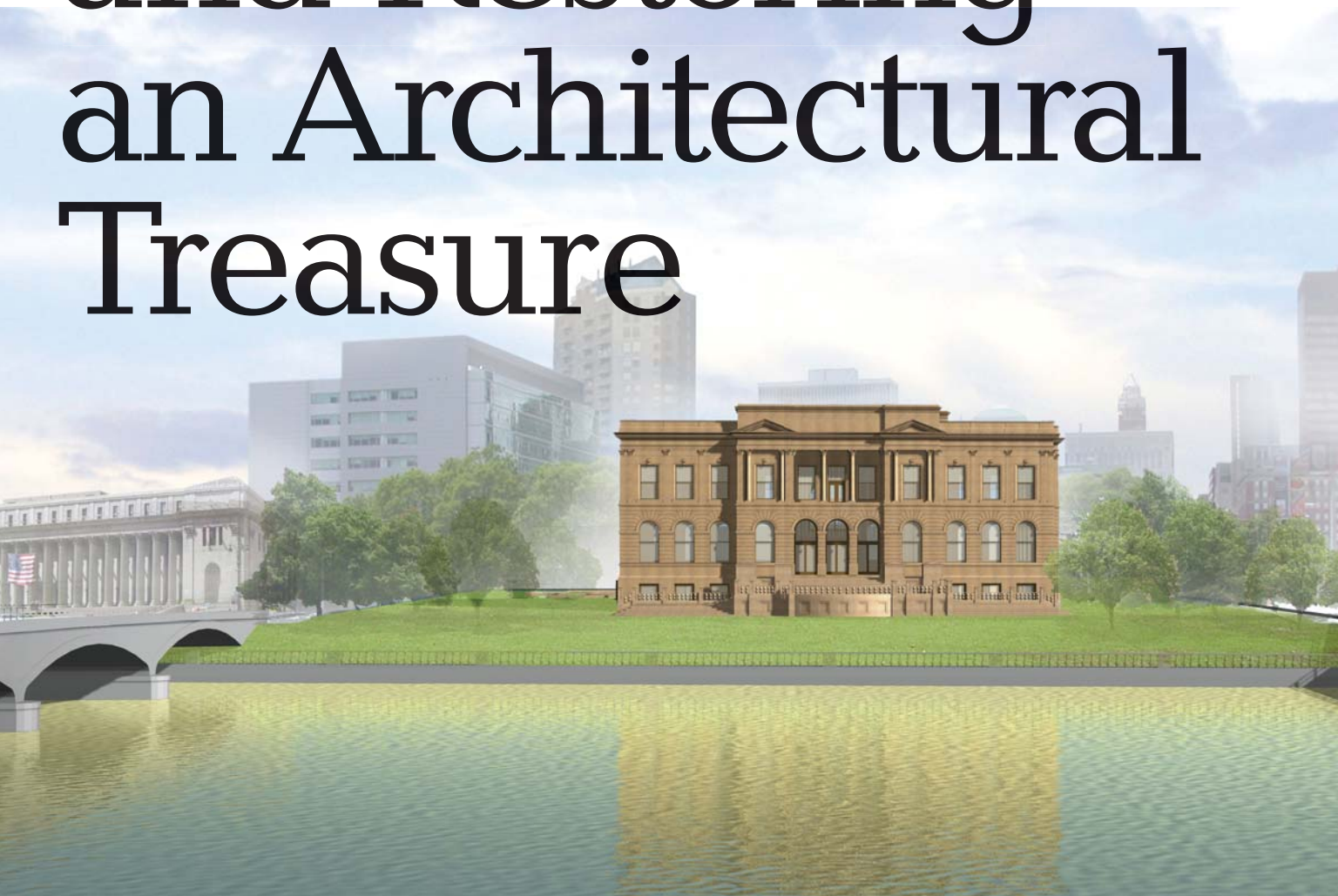
With fleet safety as its main focus, Smith System continually examines the effectiveness of its programs against the ever-changing needs in a complex traffic world. Smith System offers its clients a comprehensive list of services and products including advanced driver training seminars, “train the trainer” instructor courses, and self-study courses as well as online training courses and videos.

Smith System's results-oriented driver safety training and education has reduced collisions, saved fuel with increased gas mileage and reduced maintenance costs — all things that increase company profits. With a focus on collision prevention through hands-on, behind-the-wheel training, the proven Smith System concepts help fleet drivers see, think and react to driving challenges—no matter what types of vehicles they operate.

**For more information on Smith System Driver Improvement Institute, please visit their website at [www.smith-system.com](http://www.smith-system.com) or call 1-866-544-4546.**



# Preserving and Restoring an Architectural Treasure








THE WORLD FOOD PRIZE



## Norman E. Borlaug World Food Prize Hall of Laureates

With a lead pledge of \$5 million from the Ruan Foundation, the World Food Prize Foundation has embarked on a plan to restore the century-old Des Moines Public Library as the Norman E. Borlaug World Food Prize Hall of Laureates. Upon completion of the renovations, the library will be transformed into a global landmark for the World Food Prize and its many programs. 

## The man who saved a billion lives

The World Food Prize was the inspiration of Dr. Norman Borlaug, the 1970 Nobel Peace Prize Laureate, acclaimed as the “Father of the Green Revolution” and one of the world’s and agriculture’s greatest heroes.

In establishing the World Food Prize, Dr. Borlaug envisioned an award that would have the impact and stature of the Nobel Prize, and would inspire others to make greater efforts in overcoming world hunger and malnutrition.



The newly-renovated Hall of Laureates will preserve the legacy of this great man and will tell the story of Dr. Borlaug’s historic accomplishments and those of other hunger fighters in feeding the world.

## Bringing the prize to Iowa

When the original sponsor withdrew its financial support in 1990, John Ruan stepped forward to endow the Prize and ensure its survival. Both Dr. Borlaug and John Ruan were born in 1914 in small towns in Iowa, making them 76 years old when they began their partnership.

The Hall of Laureates will prominently feature John Ruan’s critical role in rescuing the Prize and bringing it to Des Moines. Since 1990, The World Food Prize has flourished in Des Moines, Iowa, drawing greater global interest and attracting a growing number of participants each year to its programs and events.

## Observing World Food Day

Each October, on or around United Nations World Food Day (October 16), the World Food Prize Foundation holds a week-long series of events designed to be one of the most significant observances of World Food Day anywhere around the globe. Upon completion of the renovations, the Norman E. Borlaug Hall of Laureates will serve as the site for many of these events and celebrations.

The Hall of Laureates will be the new home of the World Food Prize International Symposium, a signature international event, drawing global leaders and experts each year for the Borlaug Dialogue, a Davos-like conference on global food security and poverty concerns. The symposium addresses topics key to improving the health of the world’s underserved and disadvantaged populations; in 2009, nearly 900 people from 65 countries attended the event.



In addition to the Borlaug Dialogue, this building will serve as an educational facility as the new home of the World Food Prize Global Youth Institute and the Borlaug-Ruan International Internships, bringing together high school students from across Iowa and the U.S., thus inspiring them to pursue careers in food, agriculture and life sciences.

These international youth programs provide opportunities for students to become directly involved in the sciences and agricultural development, and in concerns focused on relieving humanitarian crises. Through the Youth Institute and international internships, high school students have a chance to directly interact and work with renowned scholars, laureates and scientists and are given the opportunity to conduct research at leading agricultural centers in Asia, Europe, Africa and Latin America. In the process, these students directly experience other cultures and work to solve problems of hunger and poverty afflicting disadvantaged populations.



In its role as a public museum, the Hall of Laureates will highlight the significant scientific and policy achievements in feeding the world. Through various exhibits, art, and interactive displays featured in the building, the

Hall of Laureates will educate the local community, school-aged children and visiting foreign delegations about the extraordinary achievements of Dr. Borlaug, the distinguished World Food Prize laureates, hunger fighters and humanitarian leaders such as Henry

A. Wallace, Herbert Hoover, George Washington Carver, and Jesse Field Shambaugh for their work in providing a healthful and nutritious food supply for the growing world population.

In its role as a convocation center, this landmark site will serve as a place for business and civic organizations from the local community and from across Iowa and the region to hold their meetings and events.

With these varied and diverse roles, the Hall of Laureates will draw a broad spectrum of people from the local, national and global arena.

## Building green

The renovations began this Fall and are planned for completion by Summer 2011.

This renovation project will take a historic public building constructed in the nineteenth century, preserve its traditional floor plan, make it LEED Gold energy-certified, and give the building new meaning and purpose well into the twenty-second century.

The proposed renovations of the building and the creation of the Hall of Laureates will be carried out in an environmentally-conscious way. The World Food Prize remains very committed to achieving maximum LEED energy certification and to making this building as energy efficient as possible. According to the project's architects, to date, there are no LEED Gold certified restoration projects of buildings designed in the nineteenth century in Iowa. It is hoped that this building will serve as a model for energy efficiency and conservation.



## In Memorium: Dr. Norman E. Borlaug March 25, 1914 – September 12, 2009

Dr. Norman Borlaug, often called the father of the Green Revolution, died September 12, 2009, at the age of 95.

Beginning in 1944, when he joined a Mexican research project, he worked tirelessly to increase yields of staple crops like wheat, corn and rice in underdeveloped countries. His work helped Mexico to become, for the first time, self-sufficient in wheat production, and his strain of high yield rice in Asian countries is widely credited with averting a predicted international food crisis that would have starved an estimated one billion people worldwide.

He received the Nobel Peace Prize in 1970, and is one of only five people in history to have also received the Congressional Gold Medal and the Presidential Medal of Freedom, joining Nelson Mandela, Elie Wiesel, Dr. Martin Luther King, Jr., and Mother Teresa.

He hoped the World Food Prize, which he established in 1986, would continue his life's work and shine a light on the poor and hungry in underdeveloped nations by honoring those people who have made serious contributions to the world food supply.







**GETTING  
MORE  
FROM YOUR  
BULK  
CARRIER.**



**01/04**

*Part one of a special, four-part series  
highlighting Ruan's bulk capabilities*



## As fuel costs fluctuate and regional carriers go out of business at an alarming rate, bulk shippers are dealing with two pressing issues: *capacity and cost.*

"We're hearing that bulk shippers are having difficulties finding qualified drivers and trucks," says Ken Morrow, Ruan's senior vice president and general manager, east area. "And when they are able to obtain enough capacity, their immediate concern is cost."

As a national carrier, Ruan is a welcome solution. With more than 160 terminals across the country, Ruan has the capacity to respond to a variety of bulk transport requests. The company transports all categories of bulk materials, including food grade and non-food grade liquids, cryogenic industrial gases, and non-pneumatic and pneumatic dry goods.

### Capacity where it counts.

Capacity means more than just a large number of terminals, trucks and trailers. When shipping pneumatic dry goods commodities such as cement, sand, corn cob flour, fly ash, hydrate lime and quick lime, it pays to maximize each load.

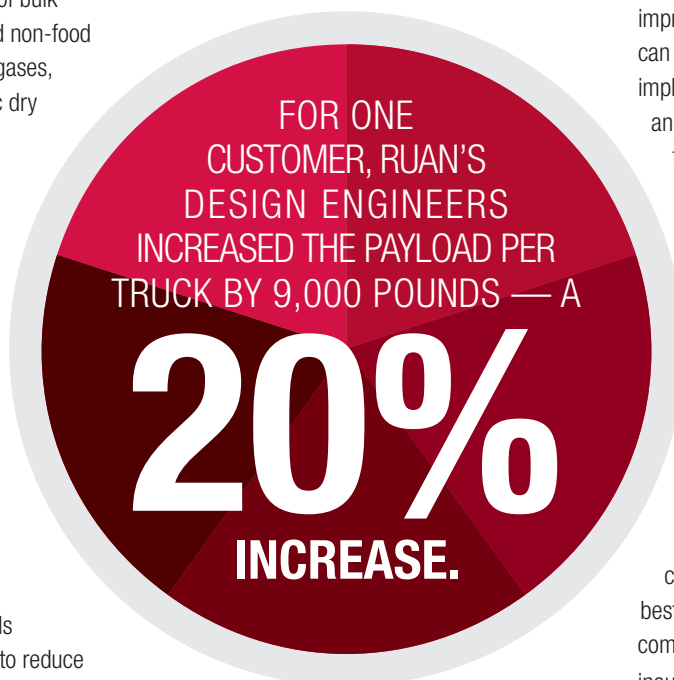
Consequently, Ruan designs its tractors and tanks to be as light as possible, using lightweight materials and other advanced specifications to reduce weight. This allows larger payloads at less cost per hundredweight.

"In some cases," says Marty Wadle, director of logistics solutions, "our design engineers can increase payloads by as much as twenty percent."

### Qualified, professional drivers.

John Ruan's first load in 1932 consisted of construction materials, so it's not surprising that Ruan's drivers are trained to transport bulk commodities, such as cement, with the utmost care, safety and efficiency.

In addition, these professional drivers bring a quality that can't be taught: experience. Most of Ruan's drivers are assigned to one shipper, so they handle the same type of equipment and



cargo on every run. As a result, they get to understand their customer's unique needs. And, because Ruan's retention rate is three times the industry average, drivers are committed for the long haul.

### Collaborative cost-cutting.

Ruan's drivers, design engineers and dispatchers work in concert with customers to improve the supply chain. This is especially important for customers that require multiple loads per day.

"Some days we need one load and some days we need twenty," says Curt Manatt, general manager, Manatts Metro. "Dispatchers from Ruan call Manatts several times a day to check on demand and see whether there is a need or if there will soon be a need for bulk."

George Caine, corporate transport manager, Cemex, has a similar working relationship with Ruan. "Ruan is an extension of our team," he says. "They provide excellent service and are very responsive to our needs. The Ruan team always finds a solution and is there to provide continuous support from their DCC [Dedicated Contract Carriage] service to special projects."

For these customers, reducing dwell time and improving the loading and unloading process can pay large dividends. One solution Ruan implemented was to increase the standard hose and line size for dry bulk from four inches to five. This shortened the unloading time by as much as fifteen minutes and resulted in large cost savings.

But Ruan goes further than simply optimizing equipment. If it makes the most economic sense for a customer, the company will recommend transloading via rail or barge, and have the necessary relationships to facilitate this.

In the end, Ruan believes that being committed to a client's bottom line is the best way to improve their own. And it's how the company has operated since transporting its inaugural bulk load of gravel in 1932.

# Airgas breathes easy with Ruan partnership





## Just as oxygen is vital to life, Airgas Merchant Gases LLC, recognizes the vital role of Ruan in Airgas' expansion as a company.

"We found a partner in Ruan that helps us carry out our vision of being safety-centered and exceeding our customers' expectations," says Tom Thoman, president of Airgas Merchant Gases, a subsidiary of Airgas, Inc. "Ruan impressed us with the staff's willingness, at every level of the organization, to understand our business and our customers."

The Ruan-Airgas relationship began in 1992 in Madison, Wisconsin, at a facility then owned by Liquid Carbonic, Inc. A series of ownership changes culminated in the Airgas acquisition of Linde Gas LLC, in 2007. Airgas is the nation's largest distributor of industrial, medical, and specialty gases, and hardgoods such as welding equipment and supplies. Since the formation of Airgas Merchant Gases in 2007, Ruan-served operations have expanded to include Bethlehem, Pennsylvania; Chester, Virginia; and most recently, Grimes, Iowa beginning in September. With the Grimes, IA start-up, Ruan Transport will become the largest contract carrier to Airgas.

On behalf of Airgas, more than 85 professional Ruan drivers haul products such as liquid oxygen, nitrogen and argon for a variety of industries from hospitals and water plants to metal fabrication companies and food-freezing facilities. The fleet consists of approximately 50 tractors and trailers covering nearly 7+ million miles annually. Ruan management for these sites includes maintenance of Airgas' equipment, driver recruitment and driver retention.

"The Airgas/Ruan partnership allows us to share best practices which supports our common goal of safely delivering outstanding customer service to our valued customers," says Mike Vandergriff, vice president-distribution, Airgas Merchant Gases. "The Ruan team is extremely cross functional. For instance, our primary business contact, Joe Ulrich, not only knows sales and customer service, but has a fundamental understanding of the equipment, knowledge of our products and customers, and fifteen years of experience servicing industrial gas customers. It's advantageous to have a team who is knowledgeable in all areas."

Airgas recently expanded operations in Bethlehem, Pennsylvania and Chester, Virginia with Ruan. Ruan possesses a thorough understanding of Airgas requirements making the onboarding process virtually seamless, according to Vandergriff. "Chester was a company driver operation and from the outset of the transition, the Ruan team communicated frequently with the applicant pool and ensured sufficient resources were on the ground," says Vandergriff. "Ruan has been an excellent provider with driver and maintenance resources for all our needs; and, as expected, we didn't experience any service interruptions." Ruan already had a large maintenance facility, management team and professional driver pool in Chester, allowing Airgas to leverage Ruan's strategic capabilities in the area.

**"Ruan has been an excellent provider with driver and maintenance resources for all our needs; and, as expected, we didn't experience any service interruptions."**

At the Bethlehem location, Ruan, Airgas and Linde, another industrial gas provider and Ruan client, share a maintenance facility and management, forming a unique partnership that suits all entities.

"We highly value our Ruan relationships at all levels, from John Ruan III's leadership to the professional drivers, terminal managers and operations group," says Vandergriff. "When there are issues, Ruan makes it right, and ensures we don't have the same problem again. The overall service level is excellent."

*To learn more about Airgas visit [www.airgas.com](http://www.airgas.com).*

Ruan Red  
is the

New  
Green

Ruan is proud to be an official member of the SmartWay<sup>SM</sup> Transport Partnership. But, what does it mean, exactly, to be a member and what are the benefits? Below are several frequently asked questions about the SmartWay Program as well as answers that should shed light on its overall importance to our industry.

**Q:** What is the SmartWay<sup>SM</sup> Transport Partnership?

**A:** The SmartWay Transport Partnership is a collaborative voluntary program between EPA and the freight industry. The Partnership creates strong market-based incentives that challenge companies shipping products, and the truck and rail companies delivering these products, to improve the environmental performance of their freight operations. SmartWay Transport partners improve their energy efficiency, save money, reduce greenhouse gas emissions and improve air quality.



**Q:** Why is the SmartWay Transport Partnership important?

**A:** The ability to ship goods is vital to the U.S. economy, and essential to our quality of life. However, freight trucks and locomotives consume 35 billion gallons of diesel fuel each year. Burning this fuel produces over 350 million metric tons of carbon dioxide each year. By 2012, based on current trends, ground freight transportation will consume over 45 billion gallons of diesel fuel and produce over 450 million metric tons of carbon dioxide. These levels represent an increase of over 25% compared to today's levels.

The SmartWay Transport Partnership aims to significantly reduce these emissions. By 2012, the Partnership will cut carbon dioxide (CO<sub>2</sub>) emissions by 33 to 66 million metric tons per year, and nitrogen oxide (NO<sub>x</sub>) emissions by up to 200,000 tons per year. It will save the equivalent of up to 150 million barrels of oil per year. This is the same as removing up to 12 million cars off the road each year.

**Q:** What are the goals of the SmartWay Transport Partnership?

**A:** The goals of the Partnership are to reduce:

- + Fuel consumption from trucks and rail delivering freight
- + Operating costs associated with the delivery of freight
- + Emissions of carbon dioxide, a greenhouse gas
- + NO<sub>x</sub> emissions and particulate matter, and air toxins that adversely affect air quality and contribute to health problems, especially in densely populated urban areas

*Source: [www.epa.gov/smartway/transport](http://www.epa.gov/smartway/transport)*

SUSTAIN-

ABILITY

ENSURE  
YOUR  
TRANSPORTATION  
CARRIERPROMOTES  
SUPPLY  
CHAIN  
VALUE

*By John Westerholm*  
Vice President, Asset Management

In the recent past, consumers appreciated sustainability and environmental consciousness in the businesses they patronized.

Today they expect it. And, federal and state governments are implementing regulations to make sure consumers get it.

Improved sustainability has become the right choice for corporations — economically, environmentally and legally. It's a choice that's especially relevant to shippers and the trucking industry.

Corporate sustainability programs should provide guidelines and measures for reducing fuel consumption, reducing or eliminating materials for disposal, preventing pollution, and effectively addressing unauthorized releases.

Shippers formalizing and strengthening their programs are recognizing the benefits of choosing carriers with the same commitment. Some shippers require carriers to provide sustainability positioning statements and participate in government sustainability programs such as the Environmental Protection Agency's (EPA's) SmartWay<sup>SM</sup> Transport Partnership. As a result, carriers are increasingly examining their processes and implementing

innovative solutions to minimize impact on the environment while achieving efficiency, responsiveness and cost savings for customers.

Emphasizing sustainability promotes value along every channel of the supply chain. Carriers can demonstrate their sustainability strengths with proactive, purposeful endeavors, such as:

#### **PARTICIPATING IN EPA PROGRAM SMARTWAY**

SmartWay is a voluntary collaboration between the EPA and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution. The SmartWay designation means participating carriers work to improve aerodynamics, freight logistics, engine idling and driver training regarding fuel economy, among other vital initiatives.

#### **IMPLEMENTING FORMAL DRIVER TRAINING**

As the largest contributor to both positive and negative impact on vehicle maintenance and fuel consumption, your carrier should emphasize formal driver training programs. Carriers should also require company-wide speed reduction policies, such as 65 mph limits, as roughly 60% of consumed fuel is used to overcome air resistance on the vehicle with increased highway speeds.

#### **CONSTRUCTING ENVIRONMENTALLY FRIENDLY FACILITIES**

New and renovated terminals, maintenance facilities or offices may be LEED-certified by the U.S. Green Building Council. The certification recognizes green design standards and construction practices that increase efficiency and profitability. Also, ask carriers about their processes to reduce, reuse and recycle materials, and their use of low impact solvents and materials within their facilities.

#### **INVESTING IN TECHNOLOGY AND EQUIPMENT**

Ask your carrier about its investment in technology. You should expect clean equipment — both in appearance and emissions controls — that imposes the least possible impact to the environment. Trucks should use low viscosity, synthetic lubricants. Many companies have installed Auxiliary Power Units in sleeper cabs which greatly reduce emissions from idling engines. Also, attention to aerodynamics is a must, as upgraded tractor designs consume less fuel.

#### **COMPLYING WITH GOVERNMENT REGULATIONS**

In 2006, Congress passed the EPA's 2007/2010 Diesel Engine Emissions Rule requiring oil refineries to manufacture and sell ultra-low sulfur diesel fuel (ULSD) that reduces emissions of nitrogen oxides and other particulate matter. As a result, new engine technologies are available to comply with the ruling, which is effective January 2010.

Finally, ask your carriers to propose creative, value-added "green" objectives that your employees can implement in their professional and personal lives. By working toward a common goal, shippers and carriers can improve supply chain value through persistent sustainability endeavors. It's no longer a choice; it's an imperative.



# Ethiopian Scientist Named 2009 World Food Prize Laureate

Gebisa Ejeta of Purdue University developed drought- and weed-resistant sorghum, enhancing food supply in sub-Saharan Africa

Dr. Gebisa Ejeta of Ethiopia has been named winner of the \$250,000 World Food Prize for his monumental contributions in the production of sorghum, one of the world's five principal cereal grains, which have dramatically enhanced the food supply of hundreds of millions of people in sub-Saharan Africa.

Secretary of State Hillary Rodham Clinton was the featured speaker as Dr. Ejeta was announced as the 2009 Laureate at a ceremony at the U.S. State Department on June 11. The announcement ceremony also featured Secretary of Agriculture Tom Vilsack, World Food Prize President Ambassador Kenneth M. Quinn, and World Food Prize Chairman John Ruan III, among others.

Dr. Ejeta's personal journey would lead him from a childhood in a one-room thatched hut in rural Ethiopia to the height of scientific acclaim as a distinguished professor, plant breeder, and geneticist at Purdue University. His work with sorghum, which is a staple in the diet of 500 million people living in sub-Saharan Africa, began in Ethiopia in the 1970s.

"By ridding Africa of the greatest biological impediment to food production, Dr. Ejeta has put himself in the company of some of the greatest researchers and scientists recognized by this award over the past 23 years," said Vilsack.

Dr. Ejeta's scientific breakthroughs in breeding drought-tolerant and Striga-resistant sorghum have been combined with his persistent efforts to foster economic development and the empowerment of subsistence farmers in rural Africa. He has led his colleagues in working with national and local authorities and nongovernmental agencies so that smallholder farmers and rural entrepreneurs can catalyze efforts to improve crop productivity, strengthen nutritional security, increase the value of agricultural products, and boost the profitability of agricultural enterprise.



The importance of scientific discovery and the allocation of resources to eradicating hunger were stressed by Clinton. "The effects of chronic hunger cannot be overstated. Hunger is not only a physical condition, it is a drain on economic development, a threat to global security, a barrier to health and education, and a trap for the millions of people worldwide who work from sunup to sundown every single day but can barely produce enough food to sustain their lives and the lives of their families."

The 2009 World Food Prize was formally presented to Dr. Ejeta at a ceremony at the Iowa State Capitol on October 15, 2009. The ceremony was held as part of the World Food Prize's 2009 Borlaug Dialogue, which focused on "Food, Agriculture and National Security in a Globalized World."

## First Annual Founder's Days Generates Enthusiasm and Philanthropic Spirit Companywide



Ruan recently celebrated its first ever "Founder's Days: A Celebration of Ruan Heritage" with activities occurring nationwide throughout the month of July.

At the company's headquarters in Des Moines, Iowa, the festivities commenced with the lighting of the Ruan Center in red bulbs.

Because John Ruan contributed extensively to philanthropic causes either close to his heart or with global impact, corporate employees honored his example through volunteerism. In partnership with various philanthropic agencies across the greater Des Moines area, team members offered their time for three hours each Friday in July. Causes supported included Goodwill Industries of Central Iowa, Iowa Department of Natural Resources at Big Creek State Park, Easter Seals Iowa's Camp Sunnyside and Youth Homes of Mid-America.



"Founder's Days provided a great opportunity for our employees to not only commemorate our founder's legacy but to pay tribute to all of our team members who, over the past 77 years, have been dedicated to their work, their families and the communities in which they live", said John Ruan III. "I know that my father is proud of the philanthropic spirit that remains embedded within Ruan's culture."



## Steve Chapman Joins Ruan As Vice Chairman

Steven G. Chapman, former CEO of ITAGroup and current member of Ruan's Board of Directors, has joined the company as vice chairman.

"Steve's significant senior management, sales and marketing expertise will be invaluable to our company. Through his Ruan

board involvement we have already witnessed his dedication to our organization, business acumen, and commitment to excellence," said John Ruan III.

During Chapman's 18-year tenure leading ITAGroup, the company achieved 17 years of record-breaking financial results. In his new role as a member of the Ruan senior leadership team, Chapman will be responsible for growth initiatives and process improvements across the organization.

# Ruan Adds Two Honors to Long List of Industry Recognition

*Food Logistics* magazine announced that Ruan Transport Corporation is among the nation's best third party logistics (3PL) providers. Ruan made the annual listing of the Top 70 3PLs in *Food Logistics* July/August 2009 issue which highlighted 3PLs that offer a broad scope of services and capabilities that enable food companies to reduce costs, increase flexibility and improve service levels.

"Selecting the right 3PL is vital to the success of a company's overall operations — it's a long-term commitment," explained Katherine Doherty, editor-in-chief of *Food Logistics* magazine. "Companies need to have an organized process for selecting and working with a potential 3PL as well as a list of appropriate candidates. We've created this listing to help our readers find and evaluate 3PL partners that can help them achieve their goals."

SupplyChainBrain's 100 Great Supply Chain Partners Program has placed Ruan on their "A"-list. SupplyChainBrain collected nominations in which logistics and supply chain professionals nominated vendors and service providers whose technology, logistics, transportation or consulting solutions have made a significant impact on their company's efficiency, customer service and overall supply chain performance.

More than 2,700 nominations were received for over 500 service providers. The 100 companies that received the most qualified nominations are represented on this year's list published within SupplyChainBrain's July 2009 issue.

Ruan was credited by a nominator with the testimonial: "They're constantly trying to enhance our operation."

## Other recognition Ruan has received from industry publications this year includes:

- *Logistics Management's* Quest for Quality award in the Bulk Motor Carriers category
- *Bulk Transporter's* #4 spot for tank carrier gross revenue volume
- #31 in *Transport Topics'* Top 100 For-Hire Carriers
- *Inbound Logistics* magazine's Top 100 3PL Providers

## Ruan Team Member Honored By Target Corporation

Target Corporation recently presented an "All Star Award" to Ruan terminal manager Mike Klein. Doug Bovid, logistics senior group leader, nominated Klein for this award based on his continued strong performance as a Ruan on-site manager and the outstanding performance of his team.

"Mike consistently displays strong leadership, professionalism, and outstanding support to T-3809 and its stores," said Bovid. "He continues to hold his team accountable to Target brand standards by ensuring that drivers understand Target culture and goals. For the third year in a row, Mike has generated virtually flawless on-time performance, supported backhaul growth, and stepped up to meet every short-notice requirement."

Bovid also noted that in 2008 Klein exemplified Target's Best in Community value when he offered drivers and equipment in kind for Target disaster relief support for flood-stricken areas in Iowa and Indiana. In addition, Klein and his team supported a major partnership between Target and the Chicago Police Department to deliver school supplies to children in need.

Ruan is a perennial winner of Target carrier and individual team member awards. Ruan has served Target since 2003 and is its largest outbound Dedicated Carrier at general merchandise distribution centers with locations in NY, IL, IA, MN, KS, AZ, CA and TX and nearly 500 professional drivers, 263 tractors and 54 trailers.



## RUAN ANNIVERSARIES

30 Lellia Oney, Muscatine, IA

25 Jim Aartman, Ripon, CA | Joseph Ulrich, Indianapolis, IN | Neal Dauphin, Phoenix, AZ | Paul Kinser, Tulare, CA | Randy Joaquin, Ripon, CA

20 Charles Crisp, Tulare, CA | Charles Petrie, Appleton, WI | Kelly Greene, Omaha, NE | Steve Wojtas, Tulare, CA | Tommy McDonald, Myrtle Point, OR

15 Damon Gray, Des Moines, IA | Doc Coe, Des Moines, IA | Gregory Petrie, Appleton, WI | Jeffrey McCoy, Dallas, TX | Kenton Roberts, Madison, WI | Nancy Towey, Des Moines, IA | Ron Doyle, Adams, WI | Sheree Wheeler, Des Moines, IA | Timothy Powers, Marshalltown, IA | William Gold, Chanute, KS

10 Carlos Peraza, Ripon, CA | Danny Jannett, Phoenix, AZ | Dennis Kurtz, McFarland, WI | Donald Mueller, Wisconsin Rapids, WI | Frank Delarosa, Phoenix, AZ | James Foster, Phoenix, AZ | James Ramono, Phoenix, AZ | James Watson, Chester, VA | Jeff Seward, Atlanta, GA | John Kilgore, Phoenix, AZ | Kelly Paul, Des Moines, IA | Kenneth Quinn, Des Moines, IA | Kevin Edmiston, Phoenix, AZ | Larry Trimble, Davenport, IA | Mary Tank, Green Bay, WI | Odell Florence, Cedartown, GA | Richard Dean, Cedartown, GA | Robert McKinley, Phoenix, AZ | Robert Rueden, Spencer, WI | Rodney Brown, Des Moines, IA | Sharon Adamson, Cleburne, TX | Sheri Bryson, Des Moines, IA | Stephen Brugh, Salem, VA | Steve Myers, Mira Loma, CA | Steve Saucedo, Turlock, CA | Steven Acuna, Mira Loma, CA | Thomas Gerber, Ripon, CA | Tommy Ownby, Alcoa, TN | William Siegner, Madison, WI | William Turner, Tulare, CA

5 Brian Kobliska, Burlington, IA | Calvin Wyant, Seattle, WA | Carl McCauley, Seattle, WA | Charles Hurst, Mulberry, FL | Cindy Vance, Phoenix, AZ | Claude Simmons, Mulberry, FL | Craig Axon, Cedar Falls, IA | Craig Duncan, Seattle, WA | Dale Kipfer, Adams, WI | Daniel Campbell, Topeka, KS | Darin Pulkrabek, Bloomington, MN | David Smith, Chanute, KS | Debra Janson, Earth City, MO | Denton Gordon, Salem, VA | Donald Schwartz, Orland, CA | Eric Dreesman, Cedar Falls, IA | Fausto Flores, Turlock, CA | Gary Ballentine, Mulberry, FL | Gary Bennett, Los Banos, CA | Gaudencio Cortes, Tulare, CA | Gene Milner, Orland, CA | George Rowe, Salem, VA | Gerald Benson, Brooklyn Park, MN | Glen Ruediger, Seattle, WA | Isalino Fontes, Los Banos, CA | Jack Davis, Midlothian, TX | James Lonenecker, Topeka, KS | Jerry Lass, Los Banos, CA | Jerry Malone, Columbus, MS | John Jeffries, Salem, VA | John Witt, Meridian, ID | Jose Lopez, Turlock, CA | Kathy Ulfers, Medina, MN | Kent Bachke, Medina, MN | Levi Lloyd, Mulberry, FL | Mario Torres, Tulare, CA | Mark Supita, Salt Lake City, UT | Marvin Warlick, Orland, CA | Melvin Carothers, Topeka, KS | Michael Blevins, Des Moines, IA | Michael LaBarr, Phoenix, AZ | Michele Maits, Mulberry, FL | Patrick Brown, Des Moines, IA | Randall Burger, Cedartown, GA | Raynaldo Carrasco, Tulare, CA | Reginald Floyd, Seattle, WA | Ricky Crawford, Victorville, CA | Ricky Durrett, Tyler, TX | Robert Moore, Phoenix, AZ | Robert Seamon, Bellevue, OH | Robert Turley, Mira Loma, CA | Ronald Young, Seattle, WA | Sherry Bodden, Des Moines, IA | Stephanie Gaines, Austin, TX | Steven Mick, Hagerman, NM | Thomas Ferris, Salem, VA | Thomas Richards, Brooklyn Park, MN | Timothy Burns, Topeka, KS | Timothy Staab, Seattle, WA | Tommy Villegas, Reno, NV | Vaughn Patterson, Turlock, CA | Verland Cecil Jr., Chester, VA | Vincent Perkins, Mulberry, FL | Virginia Wollitz, Mulberry, FL | Wayne Conger, Topeka, KS | William Entsminger, Salem, VA | William Evans, Springfield, MO | William Zamzow, Fernley, NV



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DEDICATION THAT MOVES YOUR BUSINESS

**YIELD\***

**\* Or, you could lead.**

Embrace the challenges of a difficult economy and join us in finding new solutions — such as our Dedicated Contract Carriage service. We develop a comprehensive understanding of your needs, allowing us to optimize your supply chain. This leaves you to fully concentrate on your product.

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