

THE MILE MARKER

Company Newsletter | Winter 2025



Inside this Issue:

Message from the Pres.	2
Percentage Pay	3
Diversification	4
New Lanes	6
Integrated Solutions	7

The Cover

LTI THE MILE MARKER
Company Newsletter | Winter 2025



This Mile Marker's cover features a photo taken by driver Joseph Vaughan outside the caves at Springfield Underground, in Springfield, Missouri. For more information and pictures on our operations at these cave locations, check out p. 6!

better strategy is to identify ways in which we are in control of our own destiny. While it is easy to focus on what is beyond our influence, there are some items that are squarely in front of us and dictated by us and our efforts.

The first is service. LTI exists to offer value to customers – at a certain scale and in a certain manner. Our company ought to be on a never-ending quest of finding ways to increase the value-add that we supply our customers. In Quarter 1 we will see some exciting developments in this



LTI truck at Mark Anthony Brewing, in Columbia, South Carolina, taken by Driver Joseph Vaughan

Message from the President:

Happy New Year to all of those in the LTI community.

As I consider the year ahead, I am eager. The long-awaited market improvements are on the horizon – and while not here yet, they are certainly coming and will yield a series of more favorable operating conditions. Aside though from organic improvement in the marketplace, I am antsy and eager to get to work on what we can control.

2025 is going to be a year of action.

In 2023 and 2024 trucking carriers hoped that operating conditions would improve around them.

new technologies will be deployed and new positions will be created which will enhance the overall experience our customers have with LTI. And we are looking at these value-added improvements to be company-wide and further celebrate the contributions and performance of drivers. With that in mind, we are excited to share that we will be featuring on-time delivery as being a core component of our driver incentive pay programs. I am so excited about what LTI will do in this area.



A second example of what is within our control is our ability to work as a team. As an organization, we will succeed by pulling in the same direction. I am proud of the progress we made in this area in 2024; in 2025 we will build off it and have more collaboration across departments and functions. I see cooperation with one another as being a part of the LTI DNA in 2025. This starts with understanding that we all want the same things and that our individual performance goes beyond the scope of one's job and impacts others who are working toward the same goals as you. Our Drivers want to be safe as much as our Safety Department, as does Fleet Management. Our Maintenance Department wants to avoid a breakdown as much as a Driver, as does Customer Service. We all want more revenue, miles, on-time delivery, and efficient support functions. We all want fewer accidents, missed pickups, paperwork mistakes, and less turnover. So let our default position be that of cooperation and trust.

Lastly, in 2025 we can control our attitude. After two extremely difficult years, this year calls for perseverance. This is a tough industry, undergoing a tough time, but that does not excuse each of us from having the right mindset – one where we are determined to improve the company we work for; where we are focused; where we are proud of a job well done, big or small; where we are optimistic about the future; where we want the best for one another.

Here's to the service, teamwork, and attitudes we will have in 2025. Thank you to all of those who will make it happen.

Camden Civello
President
LTI Trucking Services, Inc. ■

Success of the Percentage Pay Program

By Christian Civello, Director of Marketing & Recruiting

LTI's Percentage Pay Program for lease purchase drivers and owner operators has proven to be a huge success. Since introducing the program in late fall of 2024, we've had over 40 drivers switch over to this program, with more enrolling every week.

This program offers 65% of the load's revenue for lease purchase drivers, and 66% of the load's revenue for owner operators. The key to this program's success lies in LTI's freight. Over two decades, LTI has developed, managed, and improved a network of concentrated, high-paying, refrigerated freight. LTI constantly procures high value contracts for freight that fit well into our disciplined network's ecosystem. This setup is a recipe for drivers' success when they choose a percentage pay model over mileage pay.

Additionally, our program has proven successful due to the simple principle of *honesty*. There's many programs in the industry that boast higher percentage offerings; i.e. 70%, 75%, 80% and beyond. These companies' programs are designed to lure in drivers with high figures, without delivering livable earnings. Companies often boast high, superficial revenue levels, while also charging a number of hidden fees: trailer rental fees, administration fees, equipment rental fees, APU fees, and so on and so on. Our program offers complete transparency, with all costs being reasonable, and communicated upfront, designed for drivers to succeed.

When LTI originally designed our ValueLease Program, we did so with one intent: offering drivers a real avenue to purchase and own a truck, putting a driver's financial success first and foremost. We've designed our new Percentage Pay Program with the same intention and integrity. LTI does not benefit from our drivers failing. Our mindset is simple and clear: we thrive together, company and driver, and what is good for one is good for the other. These programs are carefully designed for hardworking,

professional drivers to succeed at higher levels.

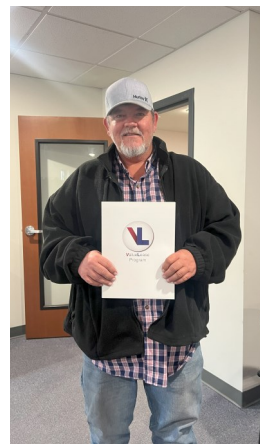
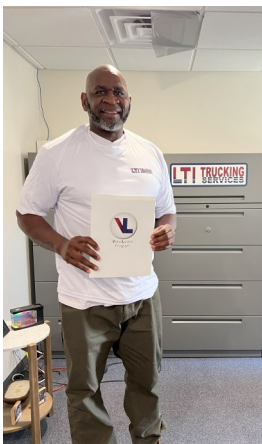
Our differentiator is not eye-widening large numbers, or too-good-to-be-true lease payments. Our differentiator is that it *works*. Our owner operators are profitably engaging in a high-paying, well-curated network. Our lease purchase drivers are successfully taking the leap to entrepreneurship, acquiring trucks at monetary values that would otherwise seem unattainable. In 2024, we had 7 drivers pay off their truck, becoming true owner operators! More are set to pay off their truck in 2025. This is an achievement that very few companies out there can claim, and we state it with great pride.

LTI's ValueLease program has long been considered one of the industry's best. Now combined with our new Percentage Pay Program, our offerings have been elevated to new heights. With these offerings, we've now introduced lease rental options, as well. Now, drivers who want to take advantage of our Percentage Pay Program with the perks of being an independent contractor, but don't want to own a truck, can now enter our ValueLease Program by leasing equipment without the constraint of purchasing the truck. This program allows drivers to pay a reduced weekly payment for a truck rental, while receiving all the same benefits of our well-performing Percentage Pay Program. This is a great option for certain drivers.

As we grow these programs, introducing more lease purchase drivers and adding owner operators to our fleet, we're extremely excited to take LTI to new levels, succeeding together. ■



ValueLease
Program



Drivers who have signed up for our ValueLease Program in recent weeks, from left to right: Kadarrell McBride, James Moad, James Tindley, David Lesher, & Preston Barnett

Success Through Diversification

By Zak Mattocks, Senior Vice President of Customer Success

As we reflect on the past and look ahead to the new year, it's crucial to emphasize the importance of sales diversification for our company's growth. Diversification not only allows us to explore new markets and opportunities, but it also strengthens our relationships with existing customers, ensuring a robust and resilient revenue stream.

Sales diversification is not just a strategy; it's a necessity in today's dynamic business landscape. By diversifying our sales approach, we can mitigate risks associated with market fluctuations and economic downturns. When we rely too heavily on a single customer or market segment, we become vulnerable to external changes that can impact revenue. Diversification allows us to spread our risk and create a more stable income stream.

Moreover, it opens new avenues for innovation. By engaging with a variety of customers across different sectors, we can gain insights into emerging trends and customer needs. This knowledge can inform our service offerings, enabling us to tailor solutions that resonate with different market segments. Here is a brief introduction of the 5 diversification areas we will be focused on in 2025.

1. Growing Existing Customer Business:

One of the most effective ways to diversify our sales approach is to deepen our relationships with current customers. By understanding their evolving needs and offering complementary services, we can increase our share of their business. This could involve cross-selling additional services or creating bundled solutions that provide greater value.

2. Adding New Customers to Our Portfolio:

Actively seeking new customers is paramount. This can be achieved through targeted marketing campaigns, networking events, and leveraging industry partnerships. By expanding our customer base, we reduce reliance on any single account and create additional revenue streams.

3. Exploring New Market Segments:

Diversifying into new market segments can yield significant rewards. For example, if we currently service confectionary clients, we might explore more opportunities in healthcare, meats, non-perishable foods, or other areas of manufacturing in general. Each industry has unique logistics and transportation needs, and by tailoring our services accordingly, we can capture a broader audience.

4. Expanding Service Offerings:

As a trucking and logistics company, we can expand our service offerings beyond our traditional freight transport. This includes expanding our logistics capabilities above and beyond a supportive position of trucking. Implementing an independent commercial strategy within logistics will allow us to broaden our portfolio and meet a wider range of customer needs and attract new business.

5. Leveraging Technology:

Embracing technology can also enhance our sales diversification strategy. Implementing advanced logistics software can improve tracking and reporting, provide better visibility for customers, and streamline operations. By offering tech-driven solutions, we position ourselves as a modern logistics partner capable of meeting the demands of today's businesses.



6. Enhancing Customer Experience:

Exceptional customer service is a cornerstone of sales diversification. By fostering strong relationships and ensuring customer satisfaction, we can improve retention rates and encourage referrals. This includes regular check-ins, soliciting feedback, and being responsive to customer inquiries. A satisfied customer is more likely to expand their business with us and recommend us to others.

A shining example of our diversification strategy in action is our recent partnership with UPS Mail Innovations, which we successfully onboarded in late September. Thanks to the efforts of John Fontano, VP of Growth, and the Logistics Team, this account has quickly become our top revenue producer this past month. Since late September we have booked an impressive \$1.8 million in revenue, including nearly \$1 million in December alone!

For those unfamiliar with UPS Mail Innovations, they specialize in providing a seamless solution for low-cost, high-volume mailings. Their services are designed to streamline the shipping process, combining the reliability of UPS's network with cost-effective delivery options. Their offerings include a range of services such as Consolidated Mail Services and Delivery Confirmation, making them an ideal partner for businesses looking to optimize their mailing operations.

What makes our relationship with UPS Mail Innovations particularly noteworthy is the exceptional service and communication provided by our Logistics Division. Their dedication to understanding the nuances of UPS's offerings and providing top-notch support has been instrumental in solidifying this account for growth. As we continue to foster this relationship, we anticipate being awarded even more business in 2025, further enhancing our revenue potential.

As we move forward, let's keep in mind the importance of diversifying our sales efforts. By nurturing our existing accounts while strategically pursuing new opportunities, we can create a balanced portfolio that drives sustainable growth. Together, let's continue to build on our successes and embrace the exciting challenges that lie ahead. ■

The Settlements Team & Driver Assistance

By Paula Naugle, Director of Human Resources

I would like to reintroduce the Driver Settlement Team. Jackie Southerland and Angie Morgan are the ones behind the scenes that process the driver payroll each week. Jackie has been with LTI since November of 2017. Prior to her role in Driver Settlements, Jackie held other positions at LTI, each with increasing responsibility, from starting as our receptionist to roles in Accounts Payable, Customer Service, and Billing.

Angie joined Driver Settlements in September of 2024 and has quickly become a valuable asset in the department. Angie comes to LTI with a wealth of knowledge and experience in billing, payroll, account management, human resources, and office & administrative support. Thank you, Jackie and Angie, for your hard work and dedication!

Processing driver payroll is much more complicated than just paying employees an hourly or salary rate each week. There are so many components that make up the driver pay. Per diem, rate per mile, reimbursements, deductions, just to name a few. These two ladies work diligently to ensure drivers are paid correctly. Plus, they work in collaboration weekly with Operations, Safety, IT, and Billing to make sure they receive the information timely to pay the drivers correctly.

I'd also like to emphasize the proper communication channels when a

driver has questions regarding pay and health benefits. To try and eliminate frustration regarding where to go if a driver has a question regarding their pay and benefits, the following are some guidelines to assist:

Pay Questions – a driver's first point of contact for questions regarding pay should always be their Fleet Manager. The Fleet Manager will be able to review a driver's settlement with them to confirm if any pay is incorrect or missing. The payroll team does not authorize pay related to breakdowns, layovers, detention, or discretionary pay. Please direct questions regarding these to your Fleet Manager for resolution.

Pay Inquiries – The 'Pay Inquiry' document that is available on Samsara is a short message that you as a driver can send to Jackie and Angie in Payroll. Please use this for general payroll inquiries like a missing driver settlement email, requesting help with Paychex Flex login/navigation, incorrect pay rates, or reporting missing mileage. These requests will be responded to as quickly as possible. Please be patient as the Settlement Team addresses these tickets.

Paychex Flex Troubleshooting – Angie and Jackie can assist with any issues regarding the Paychex Flex system. This portal is frequently used by drivers when they need to update their taxes, direct deposit information,



Jackie Southerland & Angie Morgan

or access formal paystub records.

Driver Settlement Statements – the Driver Settlement Statements are processed weekly by LTI's IT group and sent out to the driver's email on file by 9:00 a.m. CST every Friday. If for some reason a driver does not receive the email, their Fleet Manager can access and send.

Benefits – Angie and Jackie are your go-to contacts regarding electing benefits and general benefit information and resources. All of the following items are covered during driver orientation, however, they can assist and direct you on these issues:

- When am I eligible for benefits?
- How do I enroll?
- Who is my coverage with?
- I need help with accessing or navigating Flock (LTI's benefits administration system)
- How do I get access to my benefit ID cards?
- I have had a qualifying life event; how do I change my benefit election?

Driver Paperwork Reminder – all driver paperwork and receipts can be turned in via McLeod Anywhere, the Transflo app, or Transflo kiosk within 24 hours after delivery. Reminder that you will not be paid on loads missing any paperwork until received.

As you can see, there are many areas that touch driver pay weekly. Hopefully, this information will help get your questions answered or the issue resolved more quickly. ■



LTI truck & trailer docked in Winchester, Virginia, taken by Driver Joseph Vaughan

New Year, New Lanes

By Bill Riley, Vice President of Operations

Just as many people start the New Year with a resolution to improve on themselves, we too at LTI always take this time to look back at the previous year, to evaluate our customers and lanes through feedback from our drivers, our Operations Team, and of course our fancy computer systems that tell us which lanes fit best within our network. Data analytics has clearly taken over every aspect of every business as an incredibly useful and necessary tool. While taking advantage of these tools, making data-informed decisions, we also listen to our people when it comes to many aspects of our operations. To name a few, it's important to us that the customers and facilities that our drivers interact with are driver-friendly, easily accessible, and work well for our drivers.

While you will see some new lanes each year or even a totally new city, like when we added Denver, many of the same familiar lanes that have become synonymous with LTI over the years remain. One of the reasons we have been able to maintain our favorite lanes and capture new more desirable lanes is the quality service provided by our drivers and our staff. The ability of our drivers to continually pick up and deliver our customers' loads on time gives our customers faith in LTI to continue to service the lane into the bid cycle. When something does happen, timely communication from our drivers to their fleet managers is key to informing the customer of the issues so that they are not caught by

surprise. This also gives the Operations Team a chance to repower the load to increase the likelihood of on-time service. We maintain and improve our network's lanes through the high caliber of our drivers and their dedication to being the best in their profession.

While going through the bidding process, I hear our drivers asking for every load to be 500 or 1,000 miles and all of them loaded and delivered on drops. Trust me, I too understand that desire, but it would only work if they never built a plant near a distribution center (DC). We must service a multitude of lanes for our customers and many DCs are being set up closer to each other, to reduce transit times. As a side note, Amazon is mostly to blame for this as the introduction of e-commerce forced traditional retailers to become nimbler and more able to react and restock quicker, leading to more DCs, located closer together. As a Midwest regional carrier, we bid on a multitude of varying lengths of haul to be able to support our customers and service the cities within our network. We have loads as short as 1 mile and as long as 1,800 miles but one of the most important parts is how it fits within the network: when the load delivers, how close will the driver be to picking up their next load? This helps reduce deadhead and unnecessary expenses while maximizing the utilization of the driver's hours with the assistance of our planning software. By maximizing the utilization of the driver's hours, it will still allow the driver to achieve the



DeAndre Rush showing off his very own leased Freightliner. For more ValueLease information, check out p. 3.

desired miles per week, which then results in the desired paycheck. The network and the tools we have work, and improve over time as we adjust and evolve each year.

As we go through the bidding cycle this year, we cannot thank you enough for all the hard work and fortitude that you have shown throughout the last year. Without your continued desire to prove that you are the best truck drivers in the industry, we would not be able to secure the additional volume and lanes that we have already been able to secure while maintaining our legacy lanes. We continue to support lanes that we have been supporting for almost 30 years and plan on servicing for another 30 years and more. Thank you for your service and for choosing to be a name and not a number. ■



Along with our cover image, photos taken by Driver Joseph Vaughan of various cave storage locations, the two above being in Carthage, MO and Quincy, IL, where LTI services a number of customers, such as Kraft, Conagra, and AWG.

Happy Birthday to You!

January

Lori Halverson
Persia Thomas
Robert Xander
Alfred Robinson
Danny Lamoreaux
Ryan Curry
George Enahoro
James Cain
Charles Wilson
Deandre Rush
Shelley Campbell
Marcus Brown
Valencia Hunter
Sharon Coleman
Christina Lea
Justin Smith
Larry Copeland
Ronald Biddle
Theresa Horn

Aaron Williams
Deandre Edwards
Michael Rosso
Adam Massey
Andrew Miller
Sean Mauk
Mutuura Mwangi
Jesse Galvan
Pamela Blockton
Mark Summers

February

Rosalyn Adams-Gogolu
Sebastian Mitchell
Monica Lukenbill
David Roberts
Roman Anselmo
Franchesca Johnson
Ariel Huether
Dan Allison

Bonny Bonaparte
Brian Brock
Joanna Campbell
Cori Dallas
Rawm Kedem
Angela Morgan
Caprice Grant
Christopher Long
Latonya Reed
Camilla Durr
Lorenzo Watson
Sanford Parks
David Villarreal

March

Erik Ingsson
James McGary
Cory Beaver
Dwight Dabney
Michael Ratley

Brandon Goodley
Jerome Henrichs
Larry Lansdon Jr
Jesse Wilson
Kenneth Gebhardt
Austin Thielen
Robert Walp
Walter Harris
Zacharias Whitaker
Jason Cradduck
Michael Shepard
Justin Braneky
Robert Baker
Robert Baker
Jaron Gamble
Crysta Alexander
Jacqueline Higgins
Ernesto Mendoza

Upcoming Anniversaries:

1 Year

Rosalyn Adams-Gogolu
Crysta Alexander
Robert Baker
William Bowling
David Boyer
Brian Brock
Gilbert Burgess
Cathy Carter
Ryan Dodd
Patricia Doriot
Jaron Gamble
Cathy Gridiron
Arthur Houston
Valencia Hunter
Adam Massey
Ernesto Mendoza
Matthew Motyka
Carmen Rodriguez
Innocent Rutsinzi
Gerald Stearn
Ricky Stroud
Darin Thomas
Joseph Vaughan
David Villarreal
Donna Walp
Robert Walp

2 Years

Andrew Allen
Waymon Daniels
Nicole Fray
Richard Howell

Roy Melinchak
Ian Mulcahy
Michael Ratley
Austin Williams
Jesse Wilson

3 Years

Cori Dallas
Brandon Goodley
Leroy Grandison
Kurtis Hurst
Robert Martini
Eric Talbert

4 Years

Aaron Lewis
Katie-Marie Mettille
Robert Noto
Deandre Rush

5 Years

Theresa Horn

6 Years

Cadee Velten

7 Years

Ronald Biddle
Rebecca Howard
Terry Perrell
Sheril Pringle

8 Years

Michael Jacobs
Tod Owens
Mark Summers

9 Years

Dennis Loux

11 Years

Norman Nelson
David Roberts

12 Years

Lori Halverson
Mark Rosenkoetter
Saundra Snowden

14 Years

Dan Allison

15 Years

Paula Naugle

21 Years!

Travis Murray



A rare photo of an LTI truck in a snow-covered Florida, taken by Driver Joseph Vaughan