

THE ATRI INSIDER



The American Transportation Research Institute

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**Oct. 5
Truck Capacity: What's the Right Size and Weight?**

**Oct. 19
Driving Healthy: Driver Risk Factors & Wellness Training**

**Nov. 2
ATRI's Top Ten List: Industry's Most Pressing Issues**

**Nov. 16
In the Studio: A Dialogue Between CBP & Industry**

**Nov. 30
Women in the Trucking Industry**

ATRI Completes First Round of Diesel Fuel Testing

ATRI has initiated a research study to track the changes of on-road diesel fuel energy content, among other properties, as a result of the transition to ultra low sulfur diesel (ULSD). A new U.S. Environmental Protection Agency standard requires ULSD, or diesel fuel with a sulfur content of no more than 15 parts per million (ppm), to be the dominant highway diesel fuel produced in the U.S. and to be available at many retail outlets by October 15, 2006.

Partnering with a number

of trucking companies, ATRI obtained fuel samples from on-site or primary fueling locations in April and May of 2006. Samples were collected in each of the five Petroleum Administration Defense Districts as well as in the three states with boutique diesel fuel requirements – California, Minnesota and Texas. Each sample was sent to an independent laboratory for testing and analysis.

Initial results from the first phase of this study, which involved samples collected prior to the introduction of ULSD, indicate sulfur

levels averaged 276 ppm and ranged from a high of 415 ppm to a low of 48 ppm. Samples collected in areas with boutique fuel requirements generally had the lowest sulfur levels; the per-gallon energy content of the samples varied by as much as 2.3%.

The next phase of this study will involve collecting samples of ULSD from the same locations next April and May.

For a copy of this report and other ATRI studies, please visit www.atri-online.org.

Industry Input Needed on Critical Issues

ATRI has once again been commissioned by the American Trucking Associations (ATA) to survey industry opinions on the most pressing concerns facing the trucking industry today and in the years to come. ATRI's *Annual Top Industry Issues Survey* seeks the input of industry stakeholders across segments and areas of expertise.

This is the second survey of an annual two-stage process to identify and prioritize top industry issues and strategies. The first, conducted in May, surveyed freight transportation stakeholders to identify priority

issues. This survey asks respondents to rank the issues and, beyond a prioritization of issues, identify appropriate industry strategies, from research to advocacy, for addressing each.

In his appeal to the industry to participate in the survey, ATA Chairman Pat Quinn of USXpress said, "I have long advocated for this industry to better prepare itself to deal with change and one way to do so is to better anticipate the challenges ahead. ATRI's work will quantify those issues where we need to collectively invest our time, talent and

resources to ensure our continued viability and success as an industry."

Those interested in responding to the survey can do so online at http://www.truckline.com/atri/critical_issues_survey.html.

The results of ATRI's survey will be released at the American Trucking Associations' Management Conference and Exhibition to be held in late October. In addition to the national analysis, ATRI will also conduct regional and state-specific analyses of the survey responses.

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Message from the Chairman

ATRI's release this month of its Electronic On-board Recorder (EOBR) Issues and Opportunities research provides a perfect example of how credible research can bridge the gap between government regulation and industry speculation. The study's release, timed to provide answers in advance of the expected FMCSA rulemaking later this year, gives us a strategic advantage in understanding what concerns need to be dealt with as we anticipate the rulemaking.

For too long this industry has held the belief that widespread use of EOBRs for hours-of-service monitoring would result in a mass exodus of drivers from the industry, something we can ill-afford given the epidemic driver shortage we face. Yet the findings from ATRI's research point to a very different scenario. Among EOBR users, 76 percent reported that EOBR use improved driver morale and 19 percent reported improved driver retention resulting from the use of EOBRs. None of the EOBR users reported a negative impact on driver retention.

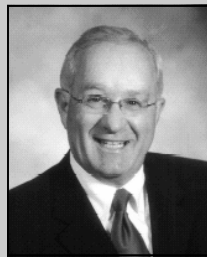
However, the EOBR study did point to significant disconnects between what carriers are willing to pay for EOBR units versus what they are currently priced at in the marketplace. According to the research, this could have staggering impacts on small carriers and owner-operators, who would be least able to afford the investment. While the financial impact might serve to eliminate marginal carriers from the market, the economy cannot absorb widespread failures of smaller carriers and owner-operators.

Perhaps most importantly, ATRI's study points to a glaring lack of evidence equating EOBR use to improved safety. While EOBR users and non-users alike point to improved HOS compliance which might result from a mandate, there is no research which definitively correlates improved HOS compliance and safety. This point cannot be lost on FMCSA as it charts the course for its rulemaking.

Douglas G. Duncan
 President and CEO
 FedEx Freight

Board Member Spotlight: Hugh Fugleberg

As President and Chief Operating Officer of Great West Casualty Company, one of the largest motor carrier insurers in the country, Hugh H. Fugleberg provides valuable expertise to the ATRI Board of Directors. Mr. Fugleberg was first appointed to the ATRI Board in 2004 and since then has not only provided leadership in the governance of the Institute but has also played an integral role in several ATRI studies. ATRI's recently released study on the safety impacts of the new Hours-of-Service benefited from Mr. Fugleberg's service on the research Technical Advisory Group. Mr. Fugleberg has also been a large proponent of ATRI's Truck Crash Predictor research, sharing the study findings with



Great West agents across the country.

A graduate of Chadron State College in Nebraska, Mr. Fugleberg joined Great West in 1974 as a safety representative. In 1988, he was promoted to Vice President, Marketing, and then again in November of 1994 to Executive Vice President of the Northern Region. In July of 1999, he was promoted to Vice President of Operations. Mr. Fugleberg continued his climb through the ranks of Great West when, on January 1, 2001, he was named President and Chief Operating Officer.

In addition to his commitment to ATRI, Mr. Fugleberg also serves on the board of directors for the Siouland Red Cross and is Chairman of the Nebraska Trucking Association.

ATRI Co-Hosts Georgia Freight Study Summit

On September 7th, the first-ever Georgia Freight Study Summit was hosted by ATRI along with the Georgia Motor Trucking Association (GMTA), the Georgia Department of Transportation, the Atlanta Regional Commission and other state agencies. The purpose of the Summit was to open the dialogue between the trucking industry and the various state agencies involved in freight planning research.

The 60+ attendees, representing motor carriers from across Georgia, heard from state agency representatives about studies investigating such options as truck-only lanes and possible tolled or “managed” lanes as solutions for addressing the severe congestion the state faces. ATRI President Rebecca Brewster provided information on ATRI’s work with FHWA to develop and promulgate Freight Performance Measures.

GMTA President Ed Crowell provided the public sector attendees with a primer on the industry, pointing out the misconceptions that often exist concerning the trucking industry and how those misunderstandings impact state-sponsored planning studies. Commenting specifically on truck origin and destination surveys of truck drivers, Crowell informed the state agencies that drivers are routinely instructed by their companies not to reveal where they are headed or what commodities they are carrying for safety and security reasons, negating the results of such surveys.

To ensure the integrity of the data provided by and reported on the trucking industry in Georgia, Crowell highlighted the agreement between GMTA and ATRI to serve as the exclusive research partner for surveying GMTA members.

ATRI to Survey Trucking Industry on Border Efficiency Issues

As part of its work for the U.S. Customs and Border Protection Agency (see ATRI Insider, July 2006), ATRI has initiated a national survey of motor carriers currently involved in border-crossing operations to identify border issues and opportunities.

ATRI intends to integrate and analyze the survey responses with other research data in a comprehensive report on border crossing performance measures and program impacts.

The surveys can be accessed at <http://www.truckline.com/atri/cbpsurvey.asp>.

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RAC Member Karen Rasmussen



Karen Rasmussen, President & Chief Executive Officer of the Arizona Trucking Association, is one of three State Trucking Association executives currently serving on the Research Advisory Committee.

Karen has forged a life-long career in the trucking industry, having first served as a transportation specialist for three Oklahoma governors from 1973 to 1983, advising on a variety of

truck transportation initiatives. She then made the move to California, spending nearly thirteen years working for the California Trucking Association as Director of Governmental Affairs and Vice President. In 1997, Karen took a position with Ryder System as Director of Government Relations.

In 2001, Karen was named President and CEO of the Arizona Trucking Association. Since that time, ATA has doubled its size to just over 300 member companies. In 2005, Karen was awarded the American Trucking Associations’ President’s Award, which recognizes excellence in association leadership. The award comes with a \$10,000 grant provided by J.J. Keller Company, which the recipient can designate to a trucking industry research and education foundation, for which she selected ATRI.

In addition to serving on the RAC, Ms. Rasmussen is on the Arizona Chamber of Commerce Transportation Committee and represents the trucking industry on Governor Napolitano’s Canamex Task Force. She is also a member of and serves on the Board of HELP, Inc./PrePass.

2005-2006 Research Advisory Committee

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John Culp Maverick Transportation, Inc.	Robert G. Petrancosta Con-Way Transportation Services, Inc.	ATRI’s Research Advisory Committee (RAC) is responsible for annually recommending a research agenda for the Institute.
Tom Doyle QUALCOMM Wireless Business Solutions	Karen Rasmussen Arizona Trucking Association	

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All carrier responses will be kept strictly confidential. Spanish versions of the survey will be made available upon request.

The results are expected to provide CBP with solutions for enhancing processing speeds and times at the nation's border crossings. ATRI's research, including the recently released survey, is focusing on CBP's Automated Commercial Environment (ACE) Truck e-Manifest and how it might play a role in relieving border delays.

Recently Released ATRI Research

*Electronic On-Board Recorder Adoption
in the Trucking Industry: Issues and Opportunities*

Safety Impacts of the New Hours-of-Service

To download a one-page summary or request the full report, please visit www.atri-online.org.

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