



## Joe's Desk

In last week's article, I wrote about... Oh wait, it has been several months since our last newsletter. With a little bit of gas and a new battery, Kim was able to fire up the old printing press and get out another exciting addition of the company newsletter.

The New Year has not started off as well as expected. In my few short years in trucking, I have never watched the weather play such a substantial roll in our daily operations. It's safe to say, the snow basically eliminated about 4 – 5 days of revenue this year. Shippers were closed, highways were closed by DOTs and truckers were not willing to hop into a truck because of the cold and road conditions. At the end of the day, the one thing the weather could not stop was our ALS Determination. This year will be the year of change and innovation. I know all of the managers have spent the last two months coming up with their one and two year plans for growth and are slowly rolling out their change in operations. On that note, everyone brace yourself for great things to come. Onward and upward!!!

### Birthdays:

Mary Ownens 12/18  
 Brandon Baryo 1/4  
 Marge Kerley 1/31  
 Eduardo Fernandez 1/31  
 Colin McCloskey 2/12  
 Alan Allegretti 2/21  
 Stephanie Donovan 2/22  
 Joann Kay 2/25

### Anniversary:

Bob Farris 1/31/12  
 Eduardo Fernandez 1/3/12  
 Brian Gallentine 1/4/10  
 Bob Ostrander 1/5/87  
 Alan Allegretti 1/7/13  
 Alfonso Gardea 1/7/13  
 Stephanie Donovan 2/27/12  
 Hugo Ramos 2/27/12  
 Colin McCloskey 2/28/11

## WEEKLY INSIDER

### Becoming a Customer Rep: Leigha Cline

In one day, I needed a truck, or a flatbed, or a plane, sometimes all three, within a matter of hours, and this was a holiday! As a customer of ALS, that was how easy it was for me. Little did I know that behind that phone call was a team of genuine, intelligent, good hearted people. ALS was my solution and were up we hours of the morning, making sure I had what I needed.

Upon joining the ALS team, it only took me a few days to realize that although I had some experience in shipping in receiving, I had a lot to learn. Perhaps it was the training manual that was the size of a college textbook that really made reality set in. It may have also been the TMW boot camp where I quickly learned that the "tab" and "ctrl" were my new best friends; just to name a few.

When I went live as a Carrier Rep, I was amazed at how much work went into covering a single load. Sometimes, it would take 30 or 40 "no's" before that one "yes". But the work didn't stop there. Once booked, the real work began. Ensuring timeliness and accuracy of each shipment requires excellent communication, multitasking and time management skills, all of which ALS carrier reps excel.

Just when I thought I knew what I was doing, I transitioned to the customer rep role. I'm not sure the dust has settled 100% yet, but I get more confident and comfortable every day.

I look forward to a successful future with ALS and the opportunities and surprises that await. Speaking of surprises, here are the top 5 things that surprised me about ALS:

1. Theme days. If it's winter gear day, you'd better be wearing ski pants. Blue ski pants.
2. Pete's laugh. It's contagious.
3. The Holiday Party. I simply wasn't prepared.
4. Email Organization. It should never hit double digits.

### Carrier Spotlight: GSA International

GSA international was originally founded in 1983 as a brokerage firm. As time went on, GSA added a warehousing division to service an expanding customer base. GSA began to develop their asset based trucking operations in 2007. Currently, GSA owns 42 tractors, a metro Detroit warehouse as well as a satellite terminal in the suburbs of Nashville, TN. They employ over 65 employees throughout their multiple divisions. GSA and ALS have developed a very good working relationship over the years. GSA has successfully completed over 100 ALS loads over the past year. The main contact that ALS deals with is Kyle, however, everyone at GSA has been very helpful with any of our needs. The best part about working with GSA is their competitive rates, as well as their flexibility. In the future, ALS hopes to continue to blossom this relationship and harbor continued growth for both companies.