

3PL PERSPECTIVES

THE THIRD-PARTY LOGISTICS MAGAZINE A TIA PUBLICATION

JUNE 2022

Challenges We Face Together as Carriers, Shippers & 3PLs



**STRATEGIC & TACTICAL APPROACHES:
WHAT'S THE DIFFERENCE?**

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**RECOGNIZING OUR INDUSTRY'S 4TH
ANNUAL NATIONAL LOGISTICS DAY**

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SAVE-THE-DATE

4th Annual



NATIONAL LOGISTICS DAY

JUNE 28

June is Member Appreciation Month #3PLProud
Share Your Appreciation #NationalLogisticsDay

June is **TIA Member Appreciation Month**, providing TIA with a unique opportunity to show our sincere appreciation for our 1,700+ member companies for their continued support and the invaluable contributions from countless volunteers.

TIA's month-long celebration also showcases the critical role played by the logistics industry and culminates in **National Logistics Day on June 28**—an annual day that recognizes and highlights the integral role of the logistics industry in the global supply chain and its greater economic impact.

Follow the **#3PLProud + #NationalLogisticsDay** hashtags across social media for chances to win prizes and experiences, and don't forget to mark **JUNE 28** on your calendar to join TIA in celebrating the hardworking men and women working every day to keep freight moving!



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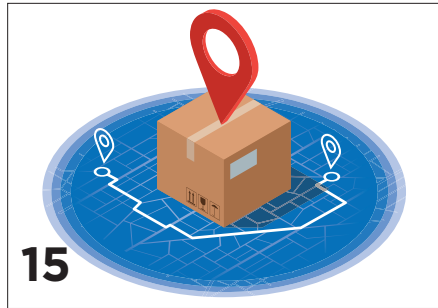
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In addition to the national recognition of our industry as a whole, during June, TIA takes the opportunity to show its highest esteem and appreciation for our members, for their time, effort and support.

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Challenges We Face Together as Carriers, Shippers & 3PLs

With pressure on the supply chain coming from multiple sectors—ports, natural disasters, labor strikes—you name it, the 3PL industry is working day and night to connect suppliers, manufacturers and retailers and overcome these historic challenges.



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THE OFFICIAL PUBLICATION OF THE TRANSPORTATION INTERMEDIARIES ASSOCIATION

STAY CONNECTED

In addition to *3PL Perspectives* magazine, TIA has several channels—traditional, digital and social media—to keep members informed. **Digital 3PL Perspectives:** <http://www.naylornetwork.com/tri-nxt/> **3PL Perspectives website:** 3plmagazine.tianet.org/ **TIA website:** www.tianet.org. Also on the website: **Online Buyers' Guide:** <https://tia.officialbuyersguide.net/> **TIA TV:** <http://videos.tianet.org/home> **Logistics Weekly Newsletter:** A weekly e-news compilation of TIA and industry news. **TIA Membership Directory and Resource Guide:** Available in print and digital format **Twitter:** @3PLAssociation



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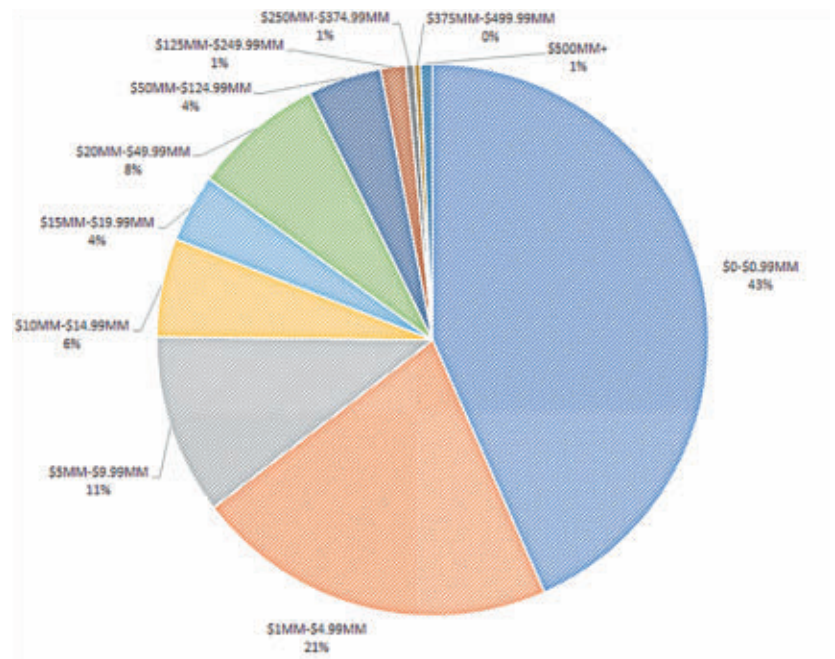
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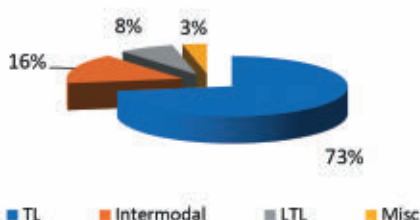
IT'S JUNE, AND time to celebrate our members! June is Member Appreciation Month, and while we appreciate you every month, in June we really like to drive the message home. We are planning any number of activities, and will ask last year's Membership Appreciation Raffle award winners to join us and the Executive Committee at a reception for our new space in Alexandria, VA. We will also celebrate National Logistics Day and strive to honor the ambitions of Logistics Plus by continuing to push for the day's federal recognition.

In honor of Member Appreciation Month, I thought I would give you some up-to-the-minute membership data: we are now 1857 members strong—the most we have ever had! Our new member rate continues at a fiery pace, trending even higher than the last three years, with 206 new members already this year. Our record-setting in-person annual conference provided an excellent showcase for the value of TIA membership, and we attracted many new members as a result.

Our members are well-dispersed from small companies to big:



Q122 Activity by Service



And our members represent a diversity of services as well. While truckload continues to be the leader amongst our members, we have healthy Intermodal and LTL communities, along with Warehousing and other services.

This diversity of size and service affords TIA an expansive reach into the industry and a comprehensive understanding of what you all are facing with the congested supply chain.

While the freight volumes look to be leveling off and normalizing this year, easing some of the capacity crisis you all have been experiencing, there continue to be stressors to the system (high fuel prices, lockdowns in China, chip shortages), which will persist for some time. TIA Membership assists members navigate hot freight markets, but membership is essential during the more lukewarm freight markets. Nowhere else can you receive learning and networking opportunities dedicated to the advancement and sustained success of the 3PL and brokerage industry.

We at TIA are here to serve you, our members. If you have any ideas or suggestions on what you would like to see from TIA, please do not hesitate to contact me at reinke@tianet.org. Thank you, as always, for all you do for TIA and for the nation's economy.

Meet Up with TIA Staff at These Events

September

28-29 2022 TIA 3PL Policy Forum
Washington, DC

October

26-28 2022 TIA 3PL Technovations
Phoenix, AZ

Interested in contributing an article to **3PL Perspectives**? Contact Dalton Cool at cool@tianet.org for more information.

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Account Manager: Heidi Boe

Project Manager: Michelle Hughes

Editor: Michelle Harris

Marketing: Shelby Pate

Publication Director: Alex Hammond

Sales Representatives: David S. Evans, Anthony Land,
Chris Zabel, Jason Zawada

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Transportation Intermediaries Association

Phone 703-299-5700, Fax 703-836-0123,
E-mail: info@tianet.org, www.tianet.org,

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Challenges We Face Together as Carriers, Shippers & 3PLs

Jared Wallace | LIQUID FREIGHT



MINIBSTUDIO/SHUTTERSTOCK.COM

FREIGHT BROKERAGE SERVICES have been in the middle of the spotlight, more so in the past two years than ever before. The supply chain is being stressed in new ways every week whether it be at the ports, as natural disasters or as labor strikes.

It's at these times when the efforts of TIA are needed most. Who has the carriers back? Who is looking out for the shippers that need to get their cargo from point A to point B? Bringing to light the efforts of the third-party logistics companies that are working day and night to connect raw goods suppliers with

manufacturers and retailers is critical now more than ever.

To get a first-hand understanding of the challenges facing the supply chain today, we reached out to some of our carriers, shippers, and broker colleagues to hear what they say they are doing to overcome these historic challenges.

Ryan Viessman, Cliff Viessman, Inc.

We asked Ryan Viessman of Cliff Viessman, Inc. to tell us about the challenges the company has experienced over the last couple of years and what he sees as the key to moving forward through 2022 and beyond.

“The last couple years obviously has been a challenge for everyone. It seems it may have leveled off a little bit. As far as [our company], we’re just trying to handle our regular freight for our regular customers, because it seems like they continue to gain more customers. I think some of the other shippers are having difficulty getting trucks out of Chicago into Wisconsin, and we’re able to cover those loads out of our location in Minnesota.”

Has the past couple of years changed the way you do business? “We’ve probably concentrated a little bit more on taking on business that is local, where drivers are home daily. We’re also working with other shippers on rail to truck transfer in the upper Midwest and the south.”

Ryan’s thoughts on how to move forward are like those shared by other carriers and brokers we’ve spoken with recently, “We need to be friendly competitors. We’re all in the same boat. We don’t have enough help. We need to work together to utilize the assets we do have.”

Carla Davis, Marketing Director, Sweet Additions

To gain the perspective of a shipping customer, we spoke with Carla Davis, Marketing Director at Sweet Additions, a manufacturer of natural and organic sweeteners.

“Starting back in 2020 with the pandemic, it was an unprecedented disruption in the supply chain, and I don’t think anyone initially understood how this was going to affect demand forecasting for food ingredients. So, it was interesting to see in some of the articles that oat milk, hand sanitizer and Clorox wipes were the leading items people were looking for. When all these items started to surge, one being shelf stable items like oat milk, candy, and snack foods, we had to react.

Some of our biggest challenges were from the raw materials standpoint. We have this huge demand for oat milk now and we’re seeing record commodity prices for oats at the same time there are shortages of materials. The things we learned from that was to stay informed.

“WHAT WE REALLY FOUND OUT IS THAT WE HAD TO **KEEP OUR RELATIONSHIPS STRONG AND TRANSPARENT WITH OUR KEY PROVIDERS.**”

—CARLA DAVIS, SWEET ADDITIONS

We had to get alongside some of our key customers and figure out how to keep our materials flowing with increased port congestion and rising freight costs. What we learned was how to keep our relationships really strong with our customers. Open communication. I do think the food ingredients supply chain is going to be volatile for quite some time, due to some economic factors right now that we’re all aware of. What we really found out is that we had to keep our relationships strong and transparent with our key providers.”

Randy Niemeyer: Niemeyer Logistics, Inc.

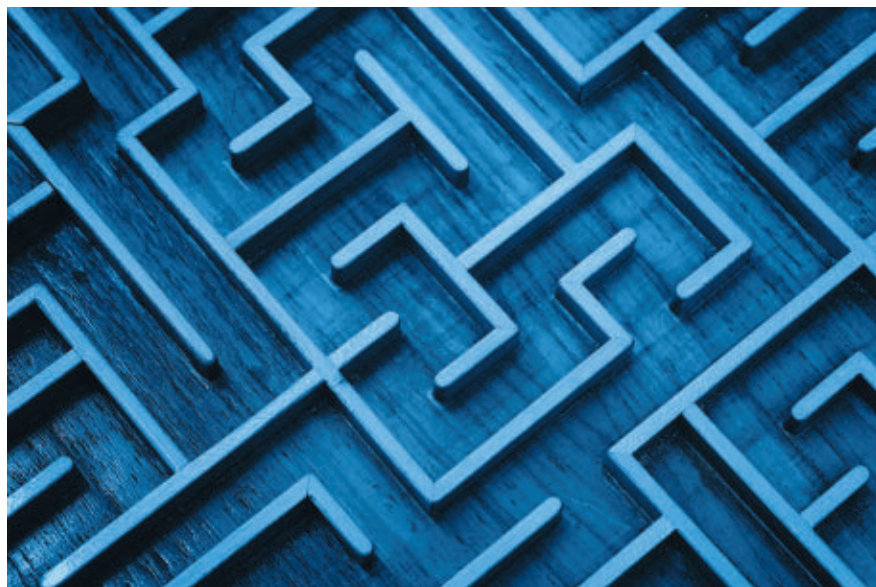
And finally, we spoke with Randy Niemeyer of Niemeyer Logistics and Niemeyer Milk Transfer, Inc. to gain his perspectives as both a broker and a carrier in the liquid food and dairy industry.

“The first part of this is the marketplace volatility. That’s one of the challenges—just how quickly cost structures are changing. That is what I think is the biggest change we’ve seen, and a challenge is how quickly everything is changing, almost sometimes on a daily basis.

We are trying to find ways in this supply and demand business of food, to give people the home time they want. Adjustments in mentality, adjustments in the entire chain is going to be paramount for us to keep the capacity that we have; to be able to supply the customers whether they’re on the production or processing side.

The other part of the supply chain that’s still the most important is people. How do we start as an industry in food, to connect people with the types of employment opportunities that are becoming more commonplace in the modern marketplace?

We have to figure out how to shift our workplaces to give people more workplace flexibility. How do we create



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■

THAT'S **ONE OF THE CHALLENGES**—JUST HOW **QUICKLY COST STRUCTURES** ARE **CHANGING**.

—RANDY NIEMEYER,
NIEMEYER LOGISTICS, INC.

connecting points somewhere in between that allows for us to have lifestyle with productivity, because traditionally in trucking you can either have a lifestyle or you can have productivity. Today's young people, men, and women both, when they're looking for careers, one of the main things they look for is not money, they look for time off and opportunities to pursue things of their liking. Work is more of a conduit to enjoyment in other parts of life, rather than a conduit to being a part of a bigger picture of an economy. How do we create a model that an 18-year-old, looking at their career choices says, 'you know what, that career choice provides me a good living and a good life.' For so long in trucking, shipping, and manufacturing it's been one or the other. You either make a good living or you have a good life. Therein lies the million dollar question: 'How do we do that?'"

I think as we go forward, some of the answers to this lie in paying attention to what the human trends are in the job place right now. What are people looking for? They're looking for more flexibility too. They want to be able to make sure that they're present for life events, that for generations, especially men, have missed.

I think as we go forward we need to focus on what human beings are doing today, and we need to close those gaps.

People want the American standard of life and income without the historical American standard of work. If you wrap up everything in a nutshell in the supply chain, there's your disconnect.

"I think there's a way to find a blend to where we can still kick butt in the marketplace, and Dad can still be at Johnny's T-ball game. That's going to be the trick. The industries that have found that don't have a problem with employees or that part of their supply chain.

Start with the people side of this, the rest of it will fall into place."

The path toward improving our industry and solving the various supply chain problems is becoming clear. Turn our focus to better understand how to evolve through the utilization of technology and workplace innovation to create a better work experience for the people that make up the backbone of the food supply industry. We all play a part to help each other challenge ourselves to reinvent how we care for each other.

Jared Wallace is Chief Innovation Officer at Liquid Freight.



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Strategic & Tactical Approaches: What's the Difference?

Jim Becker | BECKER LOGISTICS



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IT'S EASY TO feel confident in your business strategy when everything is working to your advantage. It is much more challenging to regroup and strategize in order to grow the business. Being a leader of a business, it is your responsibility to make decisions on allocating its resources to pursue a strategic approach. You cannot allow yourself to give in to the temptation to quit. There is always an upgrade attached to the growing pains you are seeing in your company.

I have noticed a trend in businesses that have plateaued. There is a direct correlation between these

companies' strategic approach and tactical approach. *What is the difference?* Being in this industry for over 25 years

has allowed me to zero in on how to execute both approaches in a way that will ensure success and growth.

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation of the strategy.

Strategic planning allows the company to operate with a clear vision. Imagine you are sitting in the passenger seat of the business you are helping grow. You will see each goal accelerate into overdrive and pass one milestone after another. Eventually, however, you helplessly watch as it swerves aimlessly due to no implementation of a tactical approach. Both approaches should work hand in hand. It is only then that you will see growth.

Wondering how to get started on creating or strengthening your strategic approach? Planning. Strategic planning puts you behind the steering wheel. It serves as a roadmap that defines the direction a company must travel, and that helps leaders like *YOU* prepare for potential roadblocks. Companies and markets without this foundation and foresight are far more likely to get lost or stuck. Being more strategic will allow you to relate to the identification of long-term or overall aims and interests and the means of achieving them. Each company should take strategic actions to cope with the fundamental changes in the environment. At Becker Logistics, we also place a high value on focusing on skill sustainability resources through our Learning and Development Team and our Organizational Behavior Department Team. Becker Logistics believes *that in order to be strategic you need to think strategically*. These two departments allow employees to have an open mindset.

Tactical planning relates to our constituents planned actions to gain a

OUR **ENVIRONMENT IS CONSTANTLY CHANGING** AND BEING ABLE TO **ADAPT AND ADJUST YOUR PLAN** WILL BE CRITICAL IN ORDER TO BE SUCCESSFUL. EACH PLAN SHOULD **WORK TOGETHER, HAND IN HAND** AS SHOULD THE TEAM.



specific military/business or personal end to something. Some say the best way to describe a tactical approach is to, "Cowboy it up" or, "Fly by the seat of one's pants." The idea behind the tactical approach is to aim beyond the immediate action. I like to think of the tactical approach as the playbook; inside you find a step-by-step plan to achieve the desired end goal. The tactical approach should be detailed and clear. Above mission is vision. It is a way of seeing into the future. Maybe somewhere you ought to be. What you see there is a combined thought of people toward something greater than one's self, and that is a collective purpose of all people; to have that vision realized, all people must buy into the mission.

Your strategic and tactical approach should be a conversation you revisit often. Our environment is constantly changing and being able to adapt and adjust your plan will be critical in order to be successful. Each plan should work together, hand in hand as should the team. What you will see is a combined effort of people working together toward something greater than one's self and that is a collective purpose of all people; to have that vision realized. Each person on your team must buy into that mission. Those objective key results are the pathway. Growth and change are needed in order to take your business to the next level.

At Becker Logistics, we strive to keep up with the industry trends and changes. I lead my team with these statements as the forefront of our vision, "If we are not growing, we are dying" and "If nothing changes, nothing changes."

Jim Becker is Chairman-CEO of Becker Logistics, LLC.



TIA 3PL MARKET REPORT

The **TIA 3PL Market Report** gathers operating data to present a realistic view of the 3PL industry. The report includes detailed 3PL activities by transportation mode and measures comparative volume, revenue, margin, and margin percentages, and quarterly and year over year.

Based on a monthly survey of TIA Members who submit real operating data and answer questions on business conditions affecting the 3PL industry, the report is published on a quarterly basis.

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Recognizing Our Industry's 4th Annual National Logistics Day

Scott Frederick | LOGISTICS PLUS INC.

JUNE 28 WILL mark the fourth annual National Logistics Day. I am proud that Logistics Plus played a small part in getting our industry's national holiday off the ground back in 2019. I am even prouder that the voice of the third-party logistics industry, TIA, has taken the mantle to promote National Logistics Day on a much broader scale.

The groundswell of support over the past three years has been impressive to witness as National Logistics Day has taken root. Seeing transportation and logistics companies, both large and small, lighting up social media with #NationalLogisticsDay tweets, posts, and shares of support and celebration is exhilarating. But that was not the only support. The U.S. House of Representatives issued a formal Congressional Record honoring June 28 as National Logistics Day, the Commonwealth of Pennsylvania issued a House Resolution naming it as an official state holiday, and the States of Ohio and South Carolina both issued formal proclamations as well.

If you have not had a chance, please check out the TIA web page (tianet.org/national-logistics-day) dedicated to this year's National Logistics Day (and to TIA's Member Appreciation Month). You'll find sharable social media assets, fact sheets, and copies of various proclamations



NATIONAL LOGISTICS DAY

JUNE 28

received from the local, state, and national government branches noted (and if you don't see one there for your hometown or state, I encourage you to lobby your

local or regional elected officials for the endorsement—it's a great message for you, your company, your constituents, and the general public).



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Going back almost 750 years ago, on June 28 (quite possibly, but unconfirmed) of 1271, the logistics industry first started to take shape when Marco Polo journeyed to China on the Silk Road and kept a detailed written record, paving the way for future traders and merchants traveling between Europe and China. In 1896, the first horseless carriage semi-truck was invented, improving the way goods moved across our country. The first “air cargo” flight took place in 1910 between Dayton and Columbus, increasing the speed with which goods could be delivered in the United States. In 1956, the first container ship sailed from the port of New Jersey to Texas, forever changing how goods would move around the world. And that’s how early logistics started, demonstrating how logistics connects the world and always will.

Today, our national logistics industry helps move over 13 billion tons of freight domestically via roads, rails, seaways, and through the air so that American

consumers can receive the products they need and enjoy. And even more globally.

Armstrong & Associates, a leader in 3PL research, estimates the global third-party logistics market to be nearly \$1 trillion in 2020, representing almost 11% of global GDP. Almost a third of the global market is comprised of North American companies, many of whom are TIA Members. *The work we do is important and worth acknowledging.*

The U.S. Bureau of Labor Statistics estimates the Transportation & Warehousing sector has over 6 million employees and is one of the fastest-growing employment segments in the country. *The jobs we provide are essential and worth celebrating.*

According to the TIA’s quarterly 3PL Market Reports, TIA members managed the delivery of over 6 million freight shipments in 2021. *The goods we help deliver are crucial and worth recognizing.*

To date, over 557 million doses of critical COVID-19 vaccines have been

delivered across the U.S., and millions (possibly billions) of additional PPE, vaccines, and testing products have been successfully delivered to areas in need, at home and worldwide. *The logistical activities we manage are critical and worth saluting.*

As a 30+ year veteran in this industry, I am proud of the accomplishments I have helped support and the careers I have helped advance, both within my company and as part of this industry. *What I do is noteworthy and worth toasting.*

So, my fellow TIA Members, please raise a glass and join me, Logistics Plus, TIA, and hundreds—possibly thousands—of other transportation and logistics companies that will use June 28 as a moment in time to celebrate our industry and its importance to our national and global economies. *Salute!*

Scott G. Frederick is Vice President of Marketing and LTL at Logistics Plus Inc.

2022 *CS-DTP

	**TIA	NON-TIA	SHIPPERS
JAN.	87-35	85-37	67-41
FEB.	87-35	85-37	68-41
MAR.	87-34	85-37	68-40
APR.	87-35	85-37	67-41
MAY	TBA	TBA	TBA

2021 *CS-DTP

	**TIA	NON-TIA	SHIPPERS
JAN.	91-35	89-37	73-44
FEB.	91-36	89-37	73-41
MAR.	90-33	89-40	73-39
APR.	90-32	89-40	74-35
MAY	90-32	89-40	74-35
JUN.	90-33	89-39	77-33
JUL.	90-35	89-39	74-34
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FREIGHT PAYMENT INDEX

Since 1987, TransCredit has produced credit reports exclusive to the trucking industry. Compiling data on how freight bills are paid, they offer a widely accepted CreditScore and Days-To-Pay™ trends that are posted on most load boards throughout the USA and Canada.



*CS= Credit Score, DTP = Days-To-Pay™

**TIA = Composite rating of TIA Membership

Non-TIA = Rating of over 11,150 Non-Member Intermediaries

Shippers = Ratings of over 398,700 truck-load shippers

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As a CTB, you have a competitive edge in the 3PL marketplace, showing carriers and customers that you have the knowledge base, integrity, and professional commitment best suited to meet their transportation needs.



INFORMATION

As a CTB, you'll learn the ins-and-outs of freight brokering via an intensive course covering business principles, brokerage basics, traffic management, contracts and pricing, regulatory and legal issues - all of which are designed to take your career to the next level.



ADVANCEMENT

As a CTB, you're designated as a recognized brokerage professional. The knowledge and understanding gained from the certification process will allow you to become a stronger leader and a more valuable asset to your organization, often leading to advancement.



RECOGNITION

As a CTB, you earn the exclusive right to use the CTB logo on business cards and letterhead, and receive a professional wall plaque and lapel pin to recognize your achievement. Stand out among your industry peers!



STUDY GROUPS

When you purchase the Online Study Course, students now receive exclusive access to online study groups featuring subject matter experts, TIA leaders, and past CTB graduates to help prepare you for the final examination.

“Getting my CTB helped me stand apart from my competitors. It gave me confidence that I wasn’t just a person moving truckloads, but that I was a professional with a career in the 3PL industry.” - *Brandon Arnold, CTB | Intelligent Logistics*

ABOUT THE CTB

The Certified Transportation Broker (CTB) program offers transportation and freight brokerage professionals the highest broker certification that exists in the industry, and is the most widely recognized designation among 3PLs. Incorporating the CTB into your professional development and training expresses your investment in yourself and for the service commitment to your customers.

WHY CTB?

- ◆ TAKE YOUR 3PL CAREER TO THE NEXT LEVEL
- ◆ BECOME A STRONGER LEADER
- ◆ GAIN A COMPETITIVE EDGE
- ◆ ENROLL TODAY: [TIANET.ORG/COURSE-CTB](https://tianet.org/course-ctb)

Creative Ways to Increase Opportunities with Intermodal

Kristy Knichel | KNICHEL LOGISTICS



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THE PAST TWO years have been dynamic, especially when it comes to the freight industry. Many of us recall how in seasons past the early months of the new year were a time to take a breather as volume leveled off after the holidays. Volume would gradually ramp up over the summer to hit peak season in late summer/early autumn and then continue the momentum of high volume/tight power capacity through the year-end holiday season.

Today, there is no longer a breather, and it seems like capacity is never available. Not to mention that rates seem to increase by the day. So, what's a transportation provider to do to keep their customers' product moving? As a non-asset Intermodal Carrier (IMC), a great solution that we have discovered is getting creative with our customers via consolidation. In instances where customers were experiencing unsustainable expenses due to shipping constraints, we stepped in to develop custom programs to handle each of their situations by thinking outside of the box.

Freight Consolidation Project #1:

Knichel Logistics developed a freight consolidation program for a customer of ours who specializes in creating custom spice blends and recipes for local restaurants and food manufacturers in Ohio. This program was developed in order to reduce expenses related specifically to less than truckload (LTL) charges for this customer. Many of their shippers are located in the NorCal area, thus it made sense to have all of their product trucked to Knichel's affiliate NorCal warehouse. Our LTL carriers also move their product from shippers in Oregon and bring it to the same warehouse. From here, the consolidation takes place. We arrange for the NorCal and Oregon product to be loaded on to an intermodal container, balance the weight and apply appropriate blocking and bracing, then we ship this intermodal container to the customer's facility in Ohio. This freight consolidation reduces our customer's LTL expenses and helps maximize the use of the container's space/weight capacity. By doing this, cost per pound dramatically decreased. One disclaimer is that this was most cost effective prior to intermodal peak surcharges being put into place, but is still an excellent way to streamline one customer's supply chain while also saving them money.

Freight Consolidation/Distribution Project #2:

We also work with a company that manufactures drinking cups. This customer has freight that comes into the New Jersey ports from overseas on a regular basis and was really struggling with managing these international shipments in a cost-effective manner. The Knichel team worked out another freight consolidation program for this customer by working with our strong drayage partners and warehousing affiliates in New Jersey. Once we dray the customer's international product out of the port, it is directed to our affiliate warehouse close by. At the warehouse, we sort and segregate the combined product (often multiple containers), build new pallets and BOLs, then ship out the consolidated product via LTL or full truckload, depending on the instruction from the customer. Thankfully we were able to help this customer out via this program and have created a solid partnership that has lasted over 15 years!

Freight Consolidation Project #3:

We've handled two projects thus far with another forthcoming where we've partnered with a new customer who has inbound shipments to the Port of New Orleans. Once the vessels arrive at port,

TODAY, THERE IS **NO LONGER A BREATHER**, AND IT SEEMS LIKE **CAPACITY IS NEVER AVAILABLE**.

the shipping containers are offloaded at a warehouse inside of the port where consolidation takes place. Knichel provides the drayage and 53-ft equipment to pick up the consolidated containers at the warehouse and transloads the freight on the rail in order to move it to the receiver in Idaho. The full consolidation may not solely be in the hands of Knichel in this particular instance. Working collaboratively with customers to meet all of their needs, from port to warehouse to rail, is something that Knichel has been creative with to enhance service offerings and increase customer satisfaction.

Things to Consider:

- Building our own custom consolidation programs based on specific customer needs is something that we've invested a lot of time and processes on creating, and it has been a major selling point for these particular types of projects. If you have the resources and operations personnel available to dedicate to developing this service, it is worth the investment.
- When one stop/shipper does not tender or move enough freight for a full load, using LTL carriers is a cost-effective way to move freight from one point to another while using intermodal for the final delivery. Doing so can drive your cost per pound down, especially in today's market where pricing is critical. There is also the added benefit of greater flexibility when timing shipments, as pallets can be brought in and stored until a full load is confirmed. These are some GREAT benefits to convey to your shippers.
- Continuously work on expanding your network! Talk to dray providers, warehouses, LTL carriers, IMCs—solutions sometimes come from unexpected connections.

Kristy Knichel is a second-generation logistics executive and the president of Knichel Logistics, a woman-owned, non-asset based provider of transportation and logistics services, including intermodal, trucking, specialty equipment and various ancillary services.



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Honoring 3PL Professionals

Mike Riccio, CTB | LEONARD'S EXPRESS, INC.



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JUNE IS TIA Member Appreciation Month, and I wish to extend my thanks to all TIA Members for their support. You are the reason we exist. We appreciate your investment in yourself, and our association, and we do not take it for granted. Whether speaking at virtual conferences, serving on boards and committees, writing articles for publications, supporting our advocacy efforts, or simply renewing your dues, your involvement makes a substantial impact on the association and the 3PL industry. I cannot thank you enough for your time and effort.

Also, June 28 is the 4th annual National Logistics Day. Please join me in honoring the work of the hardworking professionals in the logistics sector. This year, more than ever, the public has become acutely aware of the vital and critical nature of the role our industry plays in the progress of the economy. It was taken for granted that if you ordered something online or went to a store to purchase a product that it would be readily available.

However, the recent pandemic and mandated shutdowns changed all of that. Now everyone recognizes that all products purchased must go through a vast network of distributors, warehouses, and transportation companies to have the item delivered on time and in perfect condition.

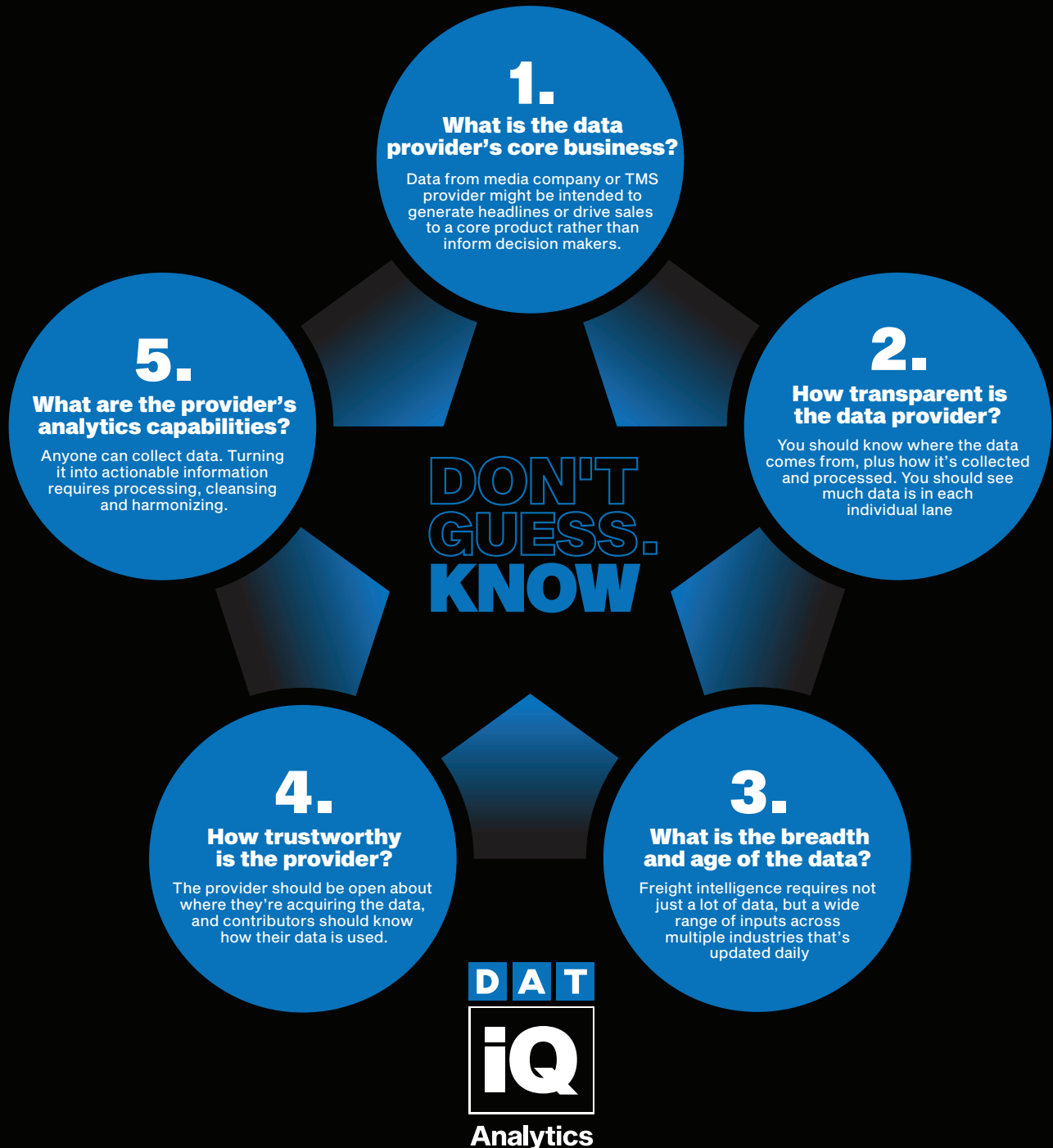
In addition, our partners in the shipping industry have also come to realize the importance of logistic companies. They have come to recognize and appreciate the value that a logistic company brings to their supply chain network. I would like to thank and recognize all logistic companies and their employees for all that they do.

On behalf of the entire TIA Board of Directors and Staff, thank you again for your support of and commitment to TIA.

Mike Riccio, CTB, is Chairman of the TIA Board of Directors and Chief Marketing Officer of Leonard's Express, a family-owned asset-based transportation provider offering solutions for a wide range of customers that encompass many industries.

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