

# THE NEW RONNIE DOWDY, INC.

OCTOBER 2008



## FROM RON'S DESK

October, the first month of the 4<sup>th</sup> quarter, historically is the beginning of the busiest season of the year. Expectations should be running high in anticipation of increased sales throughout the holidays; instead "high anxiety" describes the mood of shippers and consumers alike. The American financial system is experiencing a meltdown that has put our economy in the tank. The Federal government is trying to respond by passing a plan designed to prop up American financial institutions in order to avoid a total collapse which would plunge us into a depression. These are words we have not heard since the 1920's and 30's. Can it get any worse? I suggest that it could.

Most of the issues seem to be the result of a system that promotes bad judgment! Financial institutions developed products that simply will not work. Everyone is happy on the way up when the economy is hot and money is flowing like water, but when the economy slows, the ride going down is no fun in a system that will not stand the test of fire; instead of becoming tempered and strong, we have a worthless pile of ashes. In my opinion, our country is teetering on the edge and could fall either way. I have confidence in America; we will respond to the challenge. Both my parents were raised during the Great Depression. I have listened to them many times as they described life during those years in rural Arkansas, and, folks, we are not there yet!

Concerning the status of our own company, we are con-

tinuing our positioning to survive in a hostile atmosphere. We must continue taking steps to control operational costs; fuel, out-of-route miles, deadhead, pallets, and other items are monitored daily. Please understand the changes are for your survival as well as ours. We also must take care of our customers! If we don't, someone else will. In bad economic times, finding new customers is a real challenge. Let's work on keeping positive attitudes towards meeting and exceeding our customers' expectations. Without their freight, there will be no miles for drivers or paychecks for anyone.

We all make choices everyday; God designed us with the ability to process information and make decisions; He also gave us compassion for others and a realization that we do not live in the world alone: the decisions we make affect others. Choosing to have a positive attitude in today's negative world increases our ability to influence others for success. Let's work at being a positive team member.

Be Safe,

A handwritten signature in cursive that reads "Ronnie Dowdy".

Ron Dowdy

President

RDI

## SAFETY NOTES

### Intersection Accidents

In the U.S., in 2006, 46 % of the vehicle accidents that resulted in injuries were intersection accidents!

Because of a big rig's need to swing wide when beginning to make a turn at an intersection, many motorists become confused about the truck's intentions. Signal your turns and use your mirrors frequently when turning to spot the car trying to cut inside during the turn. That's especially important with right turns, while you're swinging wide to the left to get set up for the turn.

Always use your signals before beginning a turn, as well as before making a lane change on the highway. Let the other driver know what you're going to do.

Be cautious when approaching any intersection, and look both ways for cross-traffic that fails to yield or runs a red light. That is a way you can be a good defensive driver. Stay alert and be cautious. Drive as if your life depends on it, because it does.

—Safety

**Don't forget! Open Enrollment for Insurance is coming up during November.**

*NOVEMBER  
BIRTHDAYS*

Robert Bailey	2
Rick Acklin	8
Vernell White	9
Leann Stauble	15
Jeff Hamm	16
Michael Liscio	16
Phillip Smith	19
Adrian Walker	21
Charles Murray	22
Chasity King	26
Tim Goodson	28
James Owens	29
Mike West	30
Billy Brinsfield	30

*NOVEMBER  
Years of Service*

Robert Cole	2
Ed Kemp	2
Tony Dodd	2
Jeremy Lassiter	1
Michael Peterson	1
Billy Daniels	1
Mark Carlson	1
Martin Cain	1
Mitchell Howland	1
Richard Cochrane	1

Don't forget to set  
your clocks back  
one hour on  
11/2/2008 at 2  
a.m.



**Remember to check with Safety every  
time you are on the yard!**

For September and early October, 12 drivers earned the bonus for having "No Violations" on a roadside inspection. For September, we mentioned Kathy Peterson and Linda Baron last month. Joining them were Gerald Felders, Johnnie Harrell, Cedric Reid, Thomas Cochran, Danny Thomas Jr., Stanley Sherek, Phillip Smith, John Reda and William Reed twice. We have several bonuses pending the receipt of the drivers' logs. Please send in your logs along with or shortly after sending in the inspections, so that we can process bonuses. We have now had the Safety Incentive Program for two years and have awarded \$12,900.00 to our drivers for clear roadside inspections.

"Driver's record of duty status not current" continues to be the most frequent violation seen on DOT roadside inspections. During September, we received 17 inspection reports with 10 of them having no violations. That's a good ratio and we would like to make it even better. It just takes a few minutes to keep your logs up to date as of the last change of duty. Everyone needs to be careful at all times to avoid letting your logs become "not current". You can be inspected unexpectedly after a traffic stop, after an accident or at a scale you thought would be closed.

Congratulations to all these drivers and keep up the great job!

Judy Lawrence  
Log Auditor