Central Freight Lines—The preferred LTL carrier for Florida

Central Freight Lines provides transportation services to 20 states across the southern belt. From Florida to California, Central Freight Lines is the preferred LTL carrier.

Within Florida, Central Freight Lines has strategically positioned 6 terminals with over 200 service doors to respond to the needs of the shipping public.

From Fortune 500 companies to local manufacturers and distribution centers, Central Freight Lines has the right equipment for the job.

Central Freight Lines fleet is powered by 2018 Freightliner M-2’s with the most advanced safety systems available to the market today. Central Freight Lines has 53' trailers, 48' trailers, 28' trailers along with bobtails with lift-gates.
Tampa Terminal is Positioned for Growth in 2018

Terminal Manager Jim Vanneck

Tampa is a major city in, and the county seat of, Hillsborough County, Florida. It is on the west coast of Florida on Tampa Bay, near the Gulf of Mexico, and is the largest city in the Tampa Bay Area.

Our Tampa terminal is in the capable hands of Jim Vanneck. Jim is originally from Charleston S.C., and the product of a career military family. He is a self proclaimed “military brat,” the result of his Father’s career as a Naval Officer, retiring at a E-7, Chief Petty Officer rank. Jim’s brother is also committed to military service for our country.

Jim’s transportation career start was with AAA Cooper working full time on the dock. With the ambition to succeed, Jim earned his CDL, of which he still holds today, and began driving locally for AAA Cooper. He was promoted into dispatch and then terminal operations.

Jim was recruited by Wilson Trucking where he drove for a short time before moving into operations and dispatching for the company. As Jim joined the Central Freight Lines team, he was selected to manage the terminal operations. As Terminal Manager in Tampa, Jim has the determination to become one of the best operating terminals in the Eastern Division. From a low of 85.74% on time service back in period 4, Jim and his team worked together driving the on-time up to 99.4 in period 10.

“Technology has changed this industry in a good way, said Jim, it is not the same as it was 10 years ago.” He highly recommends young people today viewing the transportation industry as a good solid career choice.

Below is the Tampa terminal, a 55 door terminal with a shop on site.

Sherri Connaghan is no stranger to Central Freight Lines. Sherri is originally from the Appleton/Green Bay Wisconsin area and a huge Packers fan. Sherri was the Account Manager for Central Freight Lines at our Milwaukee terminal until her husbands job relocated them to Tampa.

Sherri is now part of our Tampa team as the Account Executive, and is excited to be there. Sherri’s transportation career includes 16 years with FedEx in both operations and sales.

Tampa is home to large manufacturing companies including: Acoustiblok Inc, Chromalloy Castings, Covidien, Gerdau, Mosaic, Southern Manufacturing, Tampa Tank, Lockheed Martin and many more.

Sherri and her husband enjoy the beach most every weekend. To add to their family of 3 daughters and a son, they now have 3 grandchildren. Sherri’s son, Patrick, is a cast member of the Tony Award Winning Musical – “Bandstand” on Broadway.

Sherri and her husband agree that Tampa is where they will be calling home for a very long time.
Today, Reggie Ogburn is creating game plans for our Miami Terminal as the Central Freight Lines Terminal Manager. Reggie manages a 55 door terminal and maintains an 85 OR.

Reggie’s extensive transportation background includes 15 years with UPS, initially as a driver, part of the customer service team and ultimately their terminal manager. At FedEx Ground, Reggie’s leadership and management skills that he honed on the gridiron, earned him the position of terminal manager. Reggie was then recruited as the Miami Terminal Manager for Saia where he spent the next 14 years before joining Central Freight Lines.

While attending college, Mailin’s transportation experience began with Old Dominion, her first position was appointment clerk, moving into dispatch, customer service and ultimately inside sales.

At CH Robinson, Mailin worked in account receivables and was extensively trained in LTL sales as she worked with all modes of transportation and customer sales. Wilson recruited Mailin as an Account Executive. Mailin continues in sales today as she transitioned over to Central Freight Lines.

Miami Team Members

Mailin Mejia—Account Executive

Reggie Ogburn—Terminal Manager
As one of the world's most visited tourist destinations, Orlando's famous attractions form the backbone of its tourism industry: Walt Disney World, located southwest of Downtown Orlando in Bay Lake, opened by the Walt Disney Company in 1971; the Universal Orlando Resort, opened in 1999 as a major expansion of Universal Studios Florida. With the exception of Walt Disney World, most major attractions are located along International Drive. The city is also one of the busiest American cities for conferences and conventions.

George Benitez was born in New York, raised in Puerto Rico and landed in Orlando to begin his transportation career. At AAA Cooper, George began on the dock and moved into city dispatch. Recruited by Saia for city dispatch he developed strong working relationships with the customers. George joined Wilson Trucking as city dispatch before being promoted to Operations Manager for Wilson followed by a promotion to Account Executive. George’s move to Central Freight Lines was seamless as he continued the relationships with his long time customers. When not at the office you can find George in the gym or walking his Doberman, Mia. “Having an operational background has proved to be invaluable in the sale realm” said George.
Central Freight Lines Expands Hub Network

From Miami to Los Angeles, Central Freight Lines provides LTL service to over 75% of the US manufacturing markets. Jacksonville, Florida has been strategically positioned as a major hub for Central Freight Lines.

"Expanding our hub network was a customer centric move to reduce freight handling therefore reducing potential for damages or mis-loads." said Don Orr, President and CEO of Central Freight Lines.

"Our customers expectations are for us to move their freight in the most efficient way possible while maintaining the integrity of the shipment. The expansion of Jacksonville as a hub for Central Freight Lines will address our customers demands and benefit our entire network.

The Jacksonville hub will provide a streamline operation for our east coast customers- eliminating unnecessary miles and efficiently utilizing our assets. The Central Freight Lines Jacksonville terminal is headed up by some of the most experienced transportation professionals in the industry."

Jacksonville Terminal Team Members
The Jacksonville terminal is headed up by industry professional, Tim Renfrow. While attending the University of Memphis, Tim was recruited by Thurston Motor Lines as a part time dock worker. After graduation, Milan Motors reached out to Tim where he worked City Dispatch, Outside Sales and eventually became Terminal Manager in Montgomery Alabama. Moving to Wilson Trucking, Tim worked 11 years with Wilson as Terminal Manager for both Montgomery and ultimately Jacksonville where he transitioned to Central Freight Lines as Terminal Manager for our now Jacksonville Hub. Tim can be reached at: trenfrow@centralfreight.com or 334-322-0888

Tim as been married for 30 years and they have 2 daughters and a son. He loves music, movies, golf and going to the beach with his family.

Tims’ advise to people entering the industry is to “Learn as much as you can about every aspect of the business.” “Transportation requires multi-talented people, get into the business, learn everything you can and become a valuable asset.”

Dave Doolin knows Florida, he grew up in Ft. Walton Beach and spent his transportation career in Jacksonville. Dave graduated from the University of North Florida with a degree in Motor Carrier Management and Logistics.

Directly out of college, Dave joined Ryder/PIE in the management trainee program, and received training in the traffic department, overcharge claims, rate auditing and claims.

After a stint with an auditing firm, Dave joined ABF as a Telemarketing Associate. It was at Southeastern he was recruited as an Account Executive and continued as an Account Executive with Wilson Trucking for the next 22 years before transitioning to Central Freight Lines as our Jacksonville Account Executive.

“Customers do not always remember what you did for them but how you did it,” said Dave. Customer Service is the key to being successful in sales. “Find the need—fill the need” Dave continued.

Dave has been married to Brenda for 29 years and they have 2 children, Rachel and Matthew.

When not at the office Dave has a passion for sailing and is a member of the local Propeller Club. He also enjoys motorcycles and cars…. He covers all modes of transportation.

Dave can be reached at: ddoolin@centralfreight.com or 904-716-8771
Pensacola is the western most city in the Florida Panhandle and the county seat of Escambia County, in the state of Florida. Pensacola is a sea port on Pensacola Bay, which is protected by the barrier island of Santa Rosa and connects to the Gulf of Mexico. A large United States Naval Air Station, the first in the United States, is located southwest of Pensacola near Warrington; it is the base of the Blue Angels flight demonstration team and the National Naval Aviation Museum.

Scott Briley, VP Central Division, has opened a terminal in Pensacola to better service the Florida panhandle region. Situated directly off I-10, this 15 door terminal is up and running.

The Pensacola terminal has replaced our Mobile, Alabama terminal as it is better positioned to provide a more efficient freight flow across regions.

Central Freight Lines is consistently evaluating our operations for efficiencies to bring value to our customers.
Precision Pricing

Dimensioners Replacing Tape Measures in LTL Operations to Improve Accuracy

A dimensioner is a “weight and volume measuring device or machine for measuring three-dimensional or cube shaped objects such as packages, cartons or pallets.

The primary benefit from a dimensional scanners is to obtain more accurate dimensional data, which results in more accurate costing and better pricing decisions as it relates to yield improvement. This technology also allows us to build customer profiles of current freight which assist in line haul and P & D scheduling. Dimensioners allow carriers to measure and catalog thousands of shipments daily with pinpoint accuracy. Within seconds, we can know the cube and density of the shipment. This information enables immediate correction if information supplied by the shipper, on weight, cube or classification is incorrect—which leads to a corrected freight bill.

The scanner provides a photo of the shipment, and supporting documentation for the customer. The information is scanned into the customer profile. The overhead system scans the freight as it sits on the scale and records all the data including accurate weight.

Central Freight Lines has 4 dimensioners located in Houston, Fort Worth, Phoenix and Fontana terminals. Additional dimensioners are planned for high volume terminals such as Charlotte, Atlanta, Nashville and is intended to be part of our newest terminal in southern California. In 2017 Houston, Fort Worth, Phoenix and Fontana collectively scanned 244,093 shipments on their dimensioners, with a recovery factor into the 7 digits dollar range.

Before the use of dimensioning equipment, shippers could ballpark measure their palletized freight with little to no fear of being penalized for inaccuracy. With dimensioners in place, carriers are paying closer attention to the accuracy of measurements provided by shippers. At this point it also becomes a safety factor. Trailers are strategically loaded for an even distribution of weight on each axel, if the weight on the bill of lading is wrong, a trailer could be in jeopardy of an unbalanced load resulting in a potential accident.

Third party business is more likely to be misrepresented, as the third party does not actually see the freight being shipped. As more goods are being imported from foreign countries without prior established history to correctly identify the density or class dimensioners are a must.

Over 300 shipments a night are sent through the Fort Worth dimensioner resulting in corrected bills. Above, the loader sets the pallet on the scale in the dimensioner area. The loader then scans the pro number as the overhead system scans the freight and enters the information in the system.

The scales are calibrated to ensure accurate weight of the shipments to compare against the BOL.

The scanner takes a photo of the freight and stores it in the customer profile.
ACCIDENT PREVENTION DRIVING TIPS

5 DEFENSIVE DRIVING TIPS

Submitted by Brett “Mac” McDonald, Manager of Safety Training

(1) Be aware of your surroundings
As a truck driver, it’s important to monitor your surroundings and identify changing traffic conditions around your truck. Practice good scanning habits by checking mirrors about every eight seconds. Being a proactive mirror checker will help you identify if there is a car in your blind spot or “no zone.” Between checking mirrors, truck drivers should be looking ahead and being mindful of brake lights and slowing vehicles. It may indicate an upcoming obstacle or issue with the road. Before merging into a different lane it is important for truck drivers to leave their turning signals on for at least four seconds, which allows others to be aware of their intentions.

(2) Maintain a safe distance
The average stopping distance for a passenger car traveling at 65 mph is 316 feet. In comparison, a loaded tractor trailer traveling at the same speed takes 525 feet to stop. So, what is a safe distance for truck drivers? The Department of Highway Safety recommends that passenger cars stay 4 seconds behind the car in front of them and 8 seconds for loaded tractor trailers assuming road conditions are good. CDL drivers should double their following distance in inclement weather and traffic.

(3) Eliminate driving distractions
There are many ways to be distracted behind the wheel, it is a truck driver’s job to limit the distractions. Here are some tips for remaining focused while operating your vehicle. Minimize eating, drinking, or smoking while driving, take the time and stop. Know your route before driving or use a voice assisted GPS unit. Turn off your cell phone while driving or use driving apps that silence your phone’s notifications. Fend off day dreaming by playing “find the distracted driver”. Look for drivers failing to use turn signals or maintain their lane. This will also help you stay defensive.

(4) Avoid Drowsiness
Know the signs of drowsiness and take action by pulling over and resting. A study concluded that three out of four drivers make a driving error as a result of drowsiness. Signs of drowsiness include: frequent yawning, heavy eyes, and blurred vision. Do not rely on tricks to keep you alert such as smoking, turning up the radio, drinking coffee, or opening the window. These are not effective ways of maintaining alertness. Lastly, avoid medication that may induce drowsiness. To ward off drowsiness make sure to get enough sleep before driving, do not skip meals, and take naps as needed.

(5) Always drive defensively
Defensive driving is defined by operating your vehicle to avoid accidents that may be caused by the actions of others. Driving defensively entails maintaining a safe distance, staying alert, knowing your surroundings, and maintaining a safe speed. Steer clear of hazards in the road and dangerous drivers. Be able to recognize the signs of someone driving recklessly whether they are speeding, failing to use turning signals, or distracted, keep your distance. If you are driving in adverse weather, make sure to drive an appropriate speed for the conditions. Lastly, always have a escape plan.

Safety Is No Accident
FLU SHOT: YOUR BEST BET FOR AVOIDING INFLUENZA

This year’s annual flu shot will offer protection against the H1N1 flu virus, in addition to two other influenza viruses that are expected to be in circulation this flu season. A vaccine that protects against four strains of the virus will also be available, as will a high-dose flu vaccine for adults age 65 and older.

Influenza is a respiratory infection that can cause serious complications, particularly to young children, older adults and people with certain medical conditions. Flu shots are the most effective way to prevent influenza and its complications. The Centers for Disease Control and Prevention (CDC) recommends that everyone 6 months of age or older be vaccinated annually against influenza.

Here are the answers to common questions about flu shots:

When is the flu vaccine available?

Because the flu vaccine is produced by private manufacturers, its availability depends on when production is completed. For the 2017-2018 flu season, manufacturers have indicated shipments began in August and will continue throughout October and November until all vaccine is distributed. Doctors and nurses are encouraged to begin vaccinating people as soon as the flu vaccine is available in their areas.

It takes up to two weeks to build immunity after a flu shot, but you can benefit from the vaccine even if you don’t get it until after the flu season starts.

Why do I need to get vaccinated every year?

New flu vaccines are released every year to keep up with rapidly adapting flu viruses. Because flu viruses evolve so quickly, last year’s vaccine may not protect you from this year’s viruses.

After vaccination, your immune system produces antibodies that will protect you from the vaccine viruses. In general, though, antibody levels start to decline over time — another reason to get a flu shot every year.

Who should get the flu vaccine?

The CDC recommends annual influenza vaccinations for everyone age 6 months or older. Vaccination is especially important for people at high risk of influenza complications, including:

- Pregnant women
- Older adults
- Young children

Children between 6 months and 8 years may need two doses of the flu vaccine, given at least four weeks apart, to be fully protected. Check with your child’s health care provider.

Chronic medical conditions also can increase your risk of influenza complications. Examples include:

- Asthma
- Cancer or cancer treatment
- Chronic obstructive pulmonary disease (COPD)
- Cystic fibrosis
- Diabetes
- HIV/AIDS
- Kidney or liver disease
Load with pride

The Great Bridge

The 40th Anniversary Edition: By David McCullough

Win this book by simply being the first to e-mail me with the words “The Great Bridge” in the subject line to: mborowski@centralfreight.com

The epic story of the building of the Brooklyn Bridge. This monumental book tells the enthralling story of one of the greatest accomplishments in our nation’s history, the building of what was then the longest suspension bridge in the world. The Brooklyn Bridge rose out of the expansive era following the Civil War, when Americans believed all things were possible.

Enter to Win

Thom Shroyer won the book “The Path Between The Seas” by David McCullough by being the first to submit an e-mail to me with the book’s name.

Central Fireight Lines is on LinkedIn now join us on Facebook

Communication with our customers is critical as we evolve and focus on new initiatives.

This newsletter is one way of keeping both our employees and customers aware of changes and providing a forum of sharing our vision.

In today’s technical environment there are a plethora of medians for communication. Central now has a Facebook page for our audience to connect with us. Linkedin is a professional networking tools useful in fostering business relationships and reinforce the company brand.

Central has a safety policy of “No Cell Phone Usage” during business hours. Distracted driving is a number one cause of vehicle accidents.

Stay connected, stay safe.