

S & L Logistics, Inc was founded in April 2003. We saw a vision and a need for corporations to downsize and make their business leaner in order to compete in future markets. By corporations partnering with S & L Logistics for their freight needs, enables their traffic departments to be better utilized in more efficient and cost savings duties. We are that one stop shop and take care of all of those pesky details.

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We are on the web!
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It's Fun to Know—Fireflies

Fireflies are familiar, but few realize that these insects are actually beetles, nocturnal members of the family *Lampyridae*. Most fireflies are winged, which distinguishes them from other luminescent insects of the same family, commonly known as glowworms.

There are about 2,000 firefly species. These insects live in a variety of warm environments, as well as in more temperate regions, and are a familiar sight on summer evenings. Fireflies love moisture and often live in humid regions of Asia and the Americas. In drier areas, they are found around wet or damp areas that retain moisture. Everyone knows how fireflies got their name, but many people don't know how the insects produce their signature glow. Fireflies have dedicated light organs that are located under their abdomens. The insects take in oxygen and, inside special cells, combine it with a substance called luciferin to produce light with almost no heat.

Firefly light is usually intermittent, and flashes in patterns that are unique to each species. Each



Fireflies in the woods near Nuremberg, Germany. Exposure time 30 seconds

blinking pattern is an optical signal that helps fireflies find potential mates. Scientists are not sure how the insects regulate this process to turn their lights on and off.

Firefly light may also serve as a defense mechanism that flashes a clear warning of the insect's unappetizing taste. The fact that larvae are luminescent supports this theory. Females deposit their eggs in the ground, which is where larvae develop to adulthood. Underground larvae feed on worms and slugs by injecting them with a numbing fluid.

S & L Logistics Weekly

Welcome

Welcome to the very first issue of S & L Logistics Weekly. This newsletter is to inform and educate our transportation partners. We also are including some of those things in everyday life that we all wonder about because it's just fun to know. Any suggestions or ideas for future articles are greatly appreciated.

We will feature two of our core carriers. We at S & L Logistics feel communication is one of our strongest assets and is the heart of our success. We feel by publishing this newsletter only adds to our strength. So sit back and enjoy. Feel free to forward to friends, family and other professionals.



**It's not the destination,
it's the journey... so
enjoy the ride!**

After the Recession Ends...

We may not know when the current recession will be over, but we do know that we're getting closer with every passing day. This is not the first recession the trucking industry has seen, nor will it be the last. And while this recession has many elements in combination that we have not seen before, we have seen all of its individual components at some time.

This recession does seem different from all the others, though. Consequently, most of us believe it will change the American economy fundamentally and, subsequently, the trucking industry. Many observers have compared it with the fundamental changes that

took place in our industry after deregulation in 1980 and after the technology revolution of 2000.

What fundamental changes will take place after this recession remain to be seen, but one thing is certain: The surviving carriers cannot return to the same way of doing business when tonnage returns.

Now more than ever, carriers need to find a competitive advantage or a niche and provide greater value-added service. They need to understand the cost and profitability of their existing and opportunity tonnage. Being price-competitive merely will result in a race to the bottom.

The successful trucking companies of tomorrow will apply innovative technology solutions to make the best use of their assets, determine costs, establish pricing, analyze yield, determine best-case routing and fuel purchasing, and diagnose engine performance.

The results of this recession will increase the complexity of the trucking industry. Having the right core competency and competitive advantage, the right technology, the right processes and the right number of seats with the right people in them may be a fleet's best path through this recession and beyond.

S & L Logistics and Our Core Carriers

S & L Logistics biggest asset is our people. This not only includes the people in our office, our dispatchers and support people, but also our core carriers. Without the quality drivers and their companies, we could not operate the way we do.

A few of our fundamental beliefs are communication, attention to detail and customer service. We look to our carriers for the same kind

of mindset in the way they run their business.

We treat our drivers in much the same way we treat our customers.

We fashion our theory into a triangle. One point is us, S & L Logistics, second but equal point is the driver/carrier and third is customer/shipper/receiver. In order for the triangle to work, it must benefit all 3 points equally. When one of the points doesn't work, none of the triangle

works.

Mutual respect is a must with all parties involved.

Fortunately, we at S & L Logistics have been successful in partnering with some of our nation's most efficient and trustworthy carriers.

It is our privilege to work with these fine professionals. It makes S & L Logistics job much easier.

Featured Carrier: Spencer Trucking LLC

Spencer Trucking LLC is located in Hinckley Utah, about 150 miles southwest of Salt Lake City.

The company was started in 1999 and mostly operate in the western states, UT and CA. They are licensed for all 48 states.

Spencer Trucking consists of 5

trucks and 7 employees dedicated to customer service. They are a flatbed carrier.

Sidney Spencer, owner of Spencer Trucking, incorporates the same philosophy as we do here at S & L Logistics. "In order to stay in business, we must have the best customer service of any company out there." Sidney puts her whole

heart into her work and prides herself on her relationships with her customers.

Sidney's core values and beliefs is why Spencer Trucking rises to the top and are one of our most reliable carriers. S & L Logistics is grateful and proud of our partnership.

Featured Carrier: J-Line, Inc

In 1993, the Johnsonbaugh family purchased J-Line Inc formerly known as W.C. Kline.

In the beginning, they operated 10 trucks providing truckload service to 26 states. Today, they operate 30 trucks and have over 40 employees.

J-Line Inc state of the art facil-

ity is located on 10 acres less than 1 mile from Interstate 99 just north of Altoona, Pennsylvania.

J-Line contributes their growth to the hard work and dedication of their employees. Their employees, "Dedicated to Service," helps in providing courteous,

reliable and prompt service to their customers. Their philosophy is simple... do not promise what you cannot deliver.

It is S & L Logistics' privilege to partner with such an outstanding company as J-Line Inc.

Municipalities are in Business Too!

As I drive through all of the little towns in Western New York, I am reminded that these municipalities are businesses also.

They have budgets that are being cut, employees that are being down sized. The remaining employees are justifying their jobs, the same as you and I.

One way these municipali-

ties are able to increase their revenues is through their law enforcement patrols. It might be city or town police departments, county sheriffs and their deputies, or state troopers.

There will be an increasing number of citations and traffic tickets issued this summer and fall. Law enforcement officers have no choice. They are

justifying their jobs.

You will see more roadblocks, more speed traps, more DOT inspections and weigh stations. Remember DOT is also a business and they have to answer to the same economic slow downs as any other business. Whether you are a professional driver or just a Sunday afternoon cruiser, pay attention.

Words You Should Know to Sound Smart

A radio commercial for a mail-order course on building your vocabulary states, "People judge you by the words you use." Now, with *The Words You Should Know to Sound Smart*, people who hear you speak will see you as smart—perhaps even smarter than you really are.

Hyperbole (*high-PERR-*

buh-lee), *noun* An over-exaggeration made for effect. "The final key to the way I promote is bravado. I play to people's fantasies. People may not always think big themselves, but they can still get very excited by those who do. That's why a little **HYPERBOLE** never hurts." - Donald Trump.

Palaver (*pa-LAH-ver*), *noun* A rambling, meandering stream-of-

consciousness conversation spoken to prove a point. *Don't ask Eileen about collecting art. The result will be twenty minutes of mind-numbing PALAVER.*

Mien (*meen*), *noun* A person's look or manner. *Dan's country-bumpkin MIEN effectively hides his shrewd business tactics.*

This Week in History.... July 2—8, 2009

07-02-1937 - Amelia Earhart & Fred Norman disappear over the Pacific Ocean.

07-03-1861— Pony Express arrives in San Francisco with overland letters from NY.

07-04-1776 - Declaration

of Independence

07-04-1884—Statue of Liberty presented to US in Paris.

07-05-1935 - President Franklin Roosevelt signs the National Labor Relations Act.

07-06-1903 - George Wyman arrives in NYC by motorcycle, 51

days out of San Francisco.

07-07-1863 - First military draft by the US (exemptions cost \$100).

07-08-1835 - Liberty Bell cracks (again).

07-08-1969—US troop withdrawal begins in Vietnam.