

# Trucking News

THE OFFICIAL PUBLICATION OF THE SOUTH DAKOTA TRUCKING ASSOCIATION

NOVEMBER 2023

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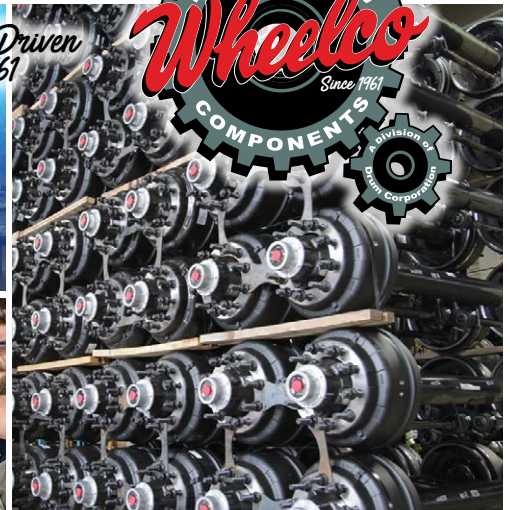
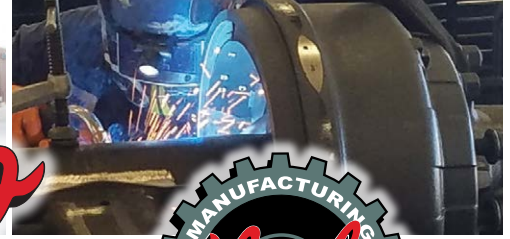


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- To enroll as a Goodyear Preferred Fleet customer, contact your local Goodyear Commercial dealer.

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## On the cover



*Photo Courtesy of Michelle Wells*

Justin Larson, a member of the SDTA Board of Directors, takes aim at the 2023 Annual Pheasant Hunt.

## SAVE THE DATES *2023 Legislative Receptions*

### **DECEMBER 6, 2023**

Minervas | Lincoln Room  
2111 North Lacrosse Street  
Rapid City, South Dakota  
5:30 p.m. - 7:00 p.m.



Scan the QR  
Code to RSVP

### **DECEMBER 12, 2023**

Minervas | Lower Level  
301 South Phillips Avenue  
Sioux Falls, South Dakota  
4:30 p.m. | NextGen Reception  
5:30 p.m. - 7:00 p.m.





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## MESSAGE FROM THE **Chairman**

Good day, ladies and gentlemen. I sit at my desk, wondering where we need to go with rates after we see the volatility in fuel prices. When you see a jump of seventy to eighty cents in a day, how do you know where you need to be on your rate to guarantee that you stay profitable yet competitive? Even with a fuel surcharge, you are running 5 to 7 days behind. When you have a \$1 jump in one or two days, it just doesn't work because that amounts to 18 to 20 cents per mile.

Next month, we have the legislative receptions, which are on December 6th in Rapid City at Minervas, Lincoln Room, from 5:30 to 7:00 pm, and on December 12th at Minervas in Sioux Falls. The NextGen reception starts at 4:30 pm, followed by the legislative reception from 5:30 to 7:00 pm. I would encourage everyone to attend one of these events. There will be a group of legislators at each event. This will give you a chance to have a voice and hear from them what they think might be happening in Pierre this next session. Even if you think nothing affects trucking, it will still affect your life, from education to domestic issues, so now is the time to get your voice out there.

Safe travels,

A handwritten signature in black ink that reads "Robert Willey".

**Bob Willey**

Bob Willey Trucking

[bwilleytrucking@gmail.com](mailto:bwilleytrucking@gmail.com)

**Thank you to everyone who attended the 2023  
Annual Pheasant Hunt and Fall Board Meeting!**





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MESSAGE FROM THE  
**President**

**Christine's Corner**

The hustle and bustle of the holiday season is upon us, as well as closing out year-end.

We have been extremely busy at SDTA. We continue to work to streamline processes and modernize the office. We have had a few hiccups along the way, and we thank you for your patience and trusting us with your business. If you are not ordering from "Pitstop Printshop," please give us a call and let us give you a quote. We offer numerous forms, business cards, rack cards, and even specialty products. Being a member allows you to get a discounted rate.

In early November, we held our SDTA board meeting and annual pheasant hunt. Thank you to our sponsors, Wilson Trailer - Tim Kotalik, Dealer Pay - Shelia Davidson, Acrisure - Justin Larson and Wells Fargo - Rob May. We had great attendance at the meeting and discussed a long list of items. As we are moving closer to the 2024 Legislative Session, we are focused on the handful of bills we are considering bringing forward.

- **Streamline the Permit Process for Overweight Loads**  
This may or may not require legislative change, but we would like to remove some of the red tape around the process.
- **Mud Flap and/or Tarp Requirements**  
We understand that there will be push back on this from contractors, but many municipalities already require tarps.
- **Transparency in Law Suits**  
This would simply require someone who is 'investing' in a law suit to report this during the suit. The trucking industry is under attack, with jackpot verdicts happening nation-wide. If a hedge fund is encouraging these lawsuits, then we feel they should have to put their name on it.
- **Seat Belt Gag Rule**  
Currently, in SD, if you are in a civil suit, seat belt usage cannot be brought in as evidence. We feel this is wrong and understand that seat belts save lives. Having all the evidence on the table during a civil suit is the right thing to do.

As you can see, we have a lofty list of potential bills for the 2024 legislative session, and things can change quickly. We would love your feedback on any of these bills or others of importance.

Lastly, please try to attend one of the two legislative events coming up on December 6th in Rapid City at Minerva's from 5:30-7 pm or in Sioux Falls on December 12th from 5:30-7 pm, with the NextGen reception starting at 4:30 pm also at Minerva's. If you're not able to attend yourself, send an employee representative. This is a great time to mingle with our legislators and talk about the trucking industry. Hearing YOUR stories makes a huge impact!

Onward,  
  
Christine M. Vinatieri-Erickson



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## NOVEMBER 2023 DRIVER OF THE MONTH



Loren Moak, Agtegra Cooperative, Aberdeen, SD, was selected as the November 2023 Driver of the Month by the South Dakota Safety Management Council.

Loren has been driving for over 22 years. He's driven more than a million miles. Loren has worked for Agtegra Cooperative for four years. Loren has a long history of driving safely and courteously while delivering propane in all kinds of weather conditions. He always has a smile on his face. When we are shortstaffed, he is always willing to help with service calls. Loren takes excellent care of his truck and is a great part of the team.

Loren and his wife, Nyla, reside in Selby, SD. They have two adult children, Jenna (36) and Kendra (33)

The South Dakota Trucking Association joins the Safety Management Council in congratulating Loren Moak for being selected as the November 2023 Driver of the Month.

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## Nominate them for Driver of the Month

A nomination form & rules can be found on page 25 or online at [www.southdakotatrucking.com](http://www.southdakotatrucking.com) under Membership Opportunities.



For more information, please contact the SDTA office at 605-334-8871 or [michelle@southdakotatrucking.com](mailto:michelle@southdakotatrucking.com)

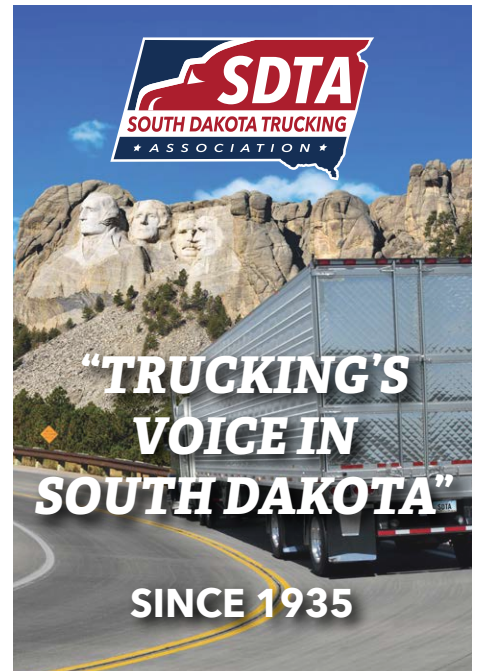
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# Upcoming Events



## MARK YOUR CALENDAR

### DECEMBER 6, 2023

West River Legislative Reception  
5:30 p.m. - 7:00 p.m.  
Minervas, Lincoln Room  
Rapid City, SD

### DECEMBER 12, 2023

NextGen Reception  
4:30 p.m.  
East River Legislative Reception  
5:30 p.m. - 7:00 p.m.  
Minervas  
Sioux Falls, SD

### FEBRUARY 12, 2024

Annual Legislative Reception  
and Sundae Bar  
6:00 p.m.  
Ramkota Hotel & Conference Center  
Pierre, SD

### FEBRUARY 13, 2024

SDTA Winter Executive  
Committee Meeting  
10:00 a.m.  
Ramkota Hotel & Conference Center  
Pierre, SD

### FEBRUARY 13, 2024

SDTA Winter Board of Directors Meeting  
12:30 p.m.  
Ramkota Hotel & Conference Center  
Pierre, SD

### MAY 9, 2024

SDTA Spring/Summer Executive  
Committee Meeting  
10:00 a.m.  
AmericInn  
Chamberlain, SD

### MAY 9, 2024

SDTA Spring/Summer Board  
of Directors Meeting  
1:00 p.m.  
AmericInn  
Chamberlain, SD

### MAY 9, 2024

Social Hour, Dinner and Calcutta for  
the Annual Cliff Tjaden Fishing Event  
6:00 p.m.  
AmericInn  
Chamberlain, SD

### MAY 10, 2024

Annual Cliff Tjaden Fishing Event  
7:30 a.m. - 3:30 p.m.  
Cedar Shore Marina  
Oacoma, SD

### MAY 18, 2024

SD Truck Driving Championships  
7:00 a.m.  
Southeast Technical College  
Sioux Falls, SD

### JUNE 6-8, 2024

Wheel Jam  
State Fairgrounds  
Huron, SD

### JULY 18, 2024

SDTA East River Golf Event  
9:00 a.m.  
Brandon Golf Course  
Brandon, SD

### AUGUST 21-24, 2024

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# On the Move

TREVOR JOHNSON

Communications & Marketing Specialist

I trust this message finds you well. I have been out and about this last month, attending communications and marketing conventions in a couple different states. I'm thrilled to share what I have learned from these conventions that has left me excited about the future.

## **TAEC Membership Marketing and Communications Conference - Dallas, TX (October 22 – 24):**

Right outside of Dallas, Texas, I attended the TAEC Membership Marketing and Communications Conference. Connecting with counterparts from other state trucking associations, it was inspiring to see all the diverse strategies these associations are implementing.

One notable observation was the prevalence of specialized committees tackling different facets of association goals. Moreover, their adeptness in discovering innovative sponsorship opportunities showcased a commitment to enhancing member experiences. I had the privilege of presenting as a part of an expert panel on social media, where I shared insights on the importance of focusing on where the attention is in the digital realm and how to utilize it to grow your presence.

## **ATAE Communications and Marketing Meeting - Louisville, KY (November 1 – 3):**

Louisville, Kentucky, among all the modern art of the 21C Museum Hotel, was the ATAE Communications and Marketing Meeting. I was honored to speak and present on leveraging social media and incorporating AI into daily workflow. Highlighting the undeniable influence AI will have on our industry, I highlighted the transformative potential of these tools and combated common misconceptions about job displacement.

I sought the input of Chat-GPT 3.5 on this matter, and this is what it said, "The impact of AI on employment is a nuanced issue, with potential for both job displacement and creation. While AI has the capacity to automate routine tasks, potentially leading to job losses in certain sectors, it also opens opportunities for more creative and complex roles. Historical trends show that technological advancements tend to both displace and create jobs. Proactive measures, such as investing in education and training programs, are crucial to equip the workforce with the skills needed for evolving job markets. Policymakers must also consider strategies to facilitate a smooth transition for



workers affected by automation, ensuring that societal changes driven by AI are managed thoughtfully and inclusively.”

In addition to the enriching convention experiences, I had the pleasure of connecting with many different marketing and communications professionals from other state auto dealer and trucking associations, including their Presidents and CEOs. These contacts will serve as valuable resources for cross-referencing and collaboration in the future.

### Governor Kristi Noem’s Annual Pheasant Hunt:

Amidst the whirlwind of conventions, I had the honor of being invited to attend the banquet and concert following Governor Kristi Noem’s Annual Pheasant Hunt. This event provided a great opportunity to engage with state legislators and influential people in the great state of South Dakota. Not to mention how much fun we had at the Jelly Roll concert.



### Looking Ahead:

I am honored to have had these opportunities, and I am excited about the future of our associations. As we navigate the ever-evolving technology landscape, I remain dedicated to spreading awareness for SDTA and SDADA’s crucial issues. Your membership is vital to our association’s existence, and I am committed to serving you diligently.

If you have any inquiries or concerns, please don’t hesitate to reach out. Let’s continue this exciting journey together!

Warm regards,

Trevor Johnson,  
Communications and Marketing Specialist

## Welcome to Our Newest Members

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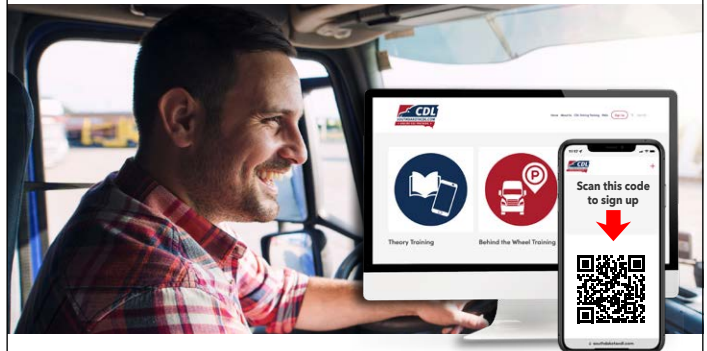
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# How Trucking Can Fight Back Against Cyberthreats

## Criminals' Knowledge of AI, Machine Learning Keeps Expanding

**Connor D. Wolf** | Staff Reporter

The trucking industry faces an increasingly dangerous and complex cybersecurity landscape, but there are ways to counter the threats, according to experts.

"I think that the APTs, the Advanced Persistent Threats, will become more stealthy, harder to detect," U.S. Secret Service Agent Clarke Skoby said Oct. 24. "I also think that criminals will learn to use AI to further their criminal endeavors. AI is a disruptive technology; it's going to make our lives easier, write speeches for us, things like that. But also, it's a two-edged sword where criminals are going to use AI."

Skoby added that security companies also will be able to use AI to better detect malware on their systems. He also expressed concern over cryptocurrency fraud. He believes cryptocurrency can be a secure way to transfer funds, but warns criminals are using the technology, too.

"My prediction is that it's going to just continue to get more sophisticated," said Takeda Parker-Bradford, a compliance administrator at the Transportation Security Administration. "Some of the tactics that we see constantly, like phishing, we've discussed the ways that we were able to defend against them before, teach our people to defend against them before, may not be as apparent as it used to be. It's going to get more and more complex."

Parker-Bradford also pointed to deepfake technology as another potential method criminals can use to scam people. The technology utilizes deep-learning methods to create manipulated digital media that replaces someone's likeness with that of another person. Parker-Bradford warned criminals could use this technology in their attacks by pretending to be someone

else, including better understanding nonverbal communication methods such as mannerisms and habits.

"Those type of signature-based things may now be more difficult to detect utilizing scanners and machine-learning devices," Parker-Bradford said. "I think there's going to be more of an emphasis from an attack perspective to pollute some of the technologies that we have as far as our defenses. So, I don't know how we guard against that at this point. But I think that's something that we should definitely have on our radar."

The National Motor Freight Traffic Association hosted the discussion as part of its Digital Solutions Conference. The two-day event brought together transportation and cybersecurity experts to identify issues and talk about best practices.

"With regard to the tactics around social engineering, obviously with AI and making them more realistic, and then also just with the evolving privacy regulations, I think we're going to continue to see that evolve, especially with AI and what that looks like," said Shelly Thomas, senior vice president at risk management firm Marsh. "I don't think anyone really knows exactly what that looks like, but just in regard to copyright infringements, I think we may see more around that with regards to AI."

Thomas recommended that companies consider getting cybersecurity insurance. She noted that they should be checking vendor contractual requirements to ensure that they're meeting requirements from a cybersecurity insurance perspective. She has been seeing a lot of contracts requiring higher limits.

"My focus being mainly on assets that roll the trucks, I think that we need a way to segment telematics devices from

vehicle networks, especially on older trucks," said Ben Gardiner, senior cybersecurity research engineer contractor at NMFTA. "But short of that, I think fleets need to have contractual guarantees for cybersecurity in the telematics devices that they purchase so that they know that the telematics devices that they're installing are secure. The third one is, obviously, awareness training."

Clarke echoed the importance of awareness training while noting that educating employees about cybersecurity threats will help tremendously. He also recommended that companies have a solid incident response plan that they test and update regularly.

"Backups are the key to bounce back from ransomware, and all of the ransomware incidents that I've been called out to where they actually did have backups, they were on the network and they got encrypted too," Clarke said. "So, once you get that backup, remove it from the network, put it someplace safe."

Parker-Bradford also stressed the importance of ensuring cybersecurity plans and personnel are being tested. She also recommended companies find communities, like an intelligence stream, of people who all have similar cybersecurity objectives such as securing mass transit.

"With the federal government, I know you guys love us, love to hate us sometimes as well, but we all have one common goal," Parker-Bradford said. "That's just to ensure that the protections that we put into place, not only are implemented, but they're maintainable, they're repeatable, they're things that will actually be able to evolve along with you as you scale."

*Reprinted from Transport Topics.*



Join SDTA and Rude Transportation in showing our support for Rick Hoogendoorn and his family with the 1st Annual

# TRUCKLOAD OF GIVING!



Rick Hoogendoorn and his wife Julie have been huge supporters of the Sanford Children's Hospital and the Children's Home Society. Each year, Rick and Julie, along with five other couples, hold a Christmas Gala to collect gifts and donations for newborn to 18-year-old children.

Rick was recently diagnosed with Stage 4 pancreatic cancer and an unrelated kidney cancer. He began chemotherapy on Tuesday, October 31st. Rick is a fighter, and he is ready to take on this challenge with all the courage and determination he can muster.

In this challenging time, we are reminded of the power of love, prayer, hope, and unity. As part of the power of love, SDTA and Rude Transportation have been working on a way to show Rick Hoogendoorn just what he means to the trucking world.

Rick has been a longtime supporter of SDTA, serving on the board of directors and the executive committee, and is a past chairman. He has also served as South Dakota's ATA chairman. LET'S SHOW OUR SUPPORT FOR RICK AND FILL THIS TRUCK!

The goal of SDTA and Rude Transportation is to provide a TRUCKLOAD OF CARING, beginning with this year's Christmas Gala. Rude Transportation has agreed to provide the truck, and the SDTA staff will gather donations from our members to FILL THIS TRUCK! If you'd like to participate, please send gifts or money for the staff to purchase the gifts to the SDTA Office by December 1st.

To stay updated, please follow Rick's CaringBridge site at <https://www.caringbridge.org/visit/rickhoogendoorn>.

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# Trucks and Teen Motorists a Dangerous Mix, NTSB Panelists Say

## Stakeholders highlight costs when young drivers don't share the road with big rigs

**John Gallagher** | November 9, 2023 | *FreightWaves*

Rising costs related to inexperienced drivers and distracted driving are behind a new effort to educate the public — particularly teen drivers — about sharing the road with truckers.

“Car drivers — light vehicles — cause about 75% of the crashes between themselves and large vehicles,” said National Transportation Safety Board (NTSB) board member Bruce Landsberg, speaking Wednesday on an NTSB-sponsored webinar, *Sharing the Roads with Commercial Vehicles*.

The costs of these crashes to crash-victim employers — including trucking companies — have “risen dramatically over the last several years,” Landsberg pointed out, amounting to \$72 billion just in 2019. That figure includes costs related to medical care, liability, property damage and lost productivity.

“Many professional drivers learn about this as a condition of employment. But it’s time to reach everyone — the fleet drivers, those making sales calls, delivering pizza, ridesharing and ordinary commuters as well.”

“Many professional drivers learn about this as a condition of employment. But it’s time to reach everyone — the fleet drivers, those making sales calls, delivering pizza, ridesharing and ordinary commuters as well.”

According to fellow panelist Dan Mayhew, senior research scientist at the Traffic Injury Research Foundation, teen and novice drivers are a significant contributor to the problem, including crashes involving light vehicles and heavy trucks.

“Teen driver crashes are both a road safety issue and a public health concern,” Mayhew said. It’s a road safety issue because teens have an elevated crash risk. Those ages 16 to 19 are nearly three times more likely than drivers 20 and over to be in a fatal crash.

“From a public health perspective there’s a real concern because motor vehicle crashes are the leading cause of death for teenagers and have been for some time.”

People ages 15-19 represent only 7% of the U.S. population but account for about 11%, or \$10 billion, of the total costs of motor vehicle injuries, he said.

While crashes involving distracted driving are on the rise among all road users, there are other contributing factors to teen driver crashes, Mayhew said, including experience and age.

“Teens become easily overloaded because they’re just learning” driving skills, he said. He noted that teens are also less likely than experienced drivers to identify and respond to hazards, while tending to misjudge risk and overestimate their driving abilities.

Regarding age, “when you’re 16 to 19 years old, you’re more likely to be influenced by peers in the vehicle and you’re more susceptible to engaging in risky behaviors.”

To better understand how novice drivers interact with trucks, the Virginia Tech Transportation Institute (VTTI) in Blacksburg conducted a study that found that only half of the states in the U.S. require new drivers to learn about sharing the road with commercial motor vehicles.

“All the [driving] instructors that we’ve talked to really emphasize a need for more materials about sharing the roads with trucks,” said VTTI Senior Research Associate Matthew Camden, speaking on the panel. “There are a lot of programs out there, but there’s never going to be enough.”

A VTTI program that began in 2015 revealed that young drivers retained more information from participating in immersive experiences, Camden said, such as “getting out of the classroom and getting their hands on a truck, and experiencing for themselves where the blind spots are on a tractor trailer, and why stopping distances for heavy trucks are much further than required by a car. When our students get in the seat of a truck, things just start to click for them.”

On average, students are able to answer 25% more questions after a trucking “immersion” experience than after a classroom session alone, he said.

Panelists from the Federal Motor Carrier Safety Administration and the American Trucking Associations — both of which have ongoing “share the road” campaigns — highlighted the need to elevate awareness at the high school level, where many teens receive driving instruction.

“Importantly, we like to work with other stakeholder groups to learn how truck drivers can share the road better with all these other groups, because it’s a two-way street,” said Kevin Grove, ATA’s safety and technology policy director, during the discussion.

“The more we can all understand everyone’s perspective on the roadway, the safer the roads will be.”

*Reprinted from FreightWaves.*



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# Simple Ways to Cut Fleet Fuel Costs – Right Now

**Hemant Banavar** | Head of Financial Products, Motive

In 2022, the cost of operating a commercial vehicle surpassed \$2 per mile for the first time, and high fuel costs were a big reason why. Fuel makes up about 40% of a commercial fleet's total operating budget. And though fuel costs have dipped since last year's record high, fuel continues to be a top expense for commercial transportation businesses.

Higher fuel costs begin with the cost of crude oil. From 2003 through 2022, the cost of crude oil accounted for about 50% of average on-highway diesel prices. And that's not the only culprit. Many factors contribute to the rising cost of fuel, including:

## Supply and Demand Imbalances

According to the U.S. Energy Information Administration (EIA), transportation fuel prices are generally more volatile than the cost of other commodities. Commercial fleets depend almost entirely on petroleum. If petroleum supply declines due to refinery problems or slow imports, diesel inventories may plummet and drive up costs.

## Distillate fuel demand and seasonality

Distillate products include kerosene, diesel, jet fuel, and heating oil. Because heating oil and diesel are similar and produced at the same time, changes in demand for one may affect pricing for the other. Higher demand for heating oil in the fall and winter can divert diesel inputs toward heating oil, putting pressure on the diesel market. Winter conditions may hinder extraction, refining, and last-mile fuel delivery, leading to higher prices.

## Transportation Costs

Transportation costs generally increase based on the distance between the retail location and the sources of supply. Areas farthest from the Gulf Coast, where about half of the U.S. diesel supply is produced, tend to have higher diesel prices.

## Regional Operating Costs and Local Competition

The retail price of diesel fuel also reflects local market conditions and the location and ownership of retail outlets. Refiners own and operate some retail outlets, while other retail outlets are independent businesses that purchase diesel wholesale. The cost of doing business can vary dramatically depending on a dealer's location. High-volume fueling stations that service large commercial vehicles tend to sell diesel at lower prices than smaller-volume service stations.



## Start Saving on Fleet Fuel Costs

Fortunately, businesses can do a lot to improve fuel efficiency and cut fuel costs. Here are some of the most effective strategies.

### 1. Vehicle Maintenance

When vehicles aren't maintained properly, transportation businesses face any number of problems. The most common include:

- Safety and compliance issues
- Costly repairs
- Vehicle downtime
- Lost revenue

A comprehensive vehicle maintenance strategy can improve fleet safety while conserving fuel. Ensuring correct tire pressure, inspecting vehicles frequently, optimizing maintenance schedules, and getting regular engine tune-ups have all been proven to improve fuel economy.

According to the U.S. Department of Energy (DOE), businesses can improve fuel mileage by up to 3% just by keeping tires properly inflated. Routine maintenance will help vehicles run at their best, leading to fewer accidents, fewer repairs, and less downtime. Tuning a vehicle that's out-of-service, or fixing one that failed an emissions test, can increase fuel economy by an average of 4% as well.

### 2. Driving Behavior

For better or worse, driving habits can have a big impact on fuel economy. Idling, speeding, and harsh acceleration tend to burn the most fuel, so reducing these behaviors should be a top priority for any transportation business looking to cut costs. Safe driving can improve fuel economy by up to 30% at highway speeds, and up to 40% in stop-and-go traffic. By coaching drivers to be more mindful of

*Continued on Page 23.*



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*Continued from Page 21.*

fuel-wasting habits, businesses can improve fuel economy and safety at the same time.

Video and telematics data captured by today's AI dash cams and vehicle gateways provide detailed insight into the most unsafe and wasteful driving behaviors in a fleet. The most effective dash cams and telematics systems proactively reduce fuel-wasting behaviors by alerting drivers to them in real time — including idling, close following, speeding, and hard braking.

Data captured by best-in-class vehicle gateways feeds into a fleet dashboard, where fleet managers can monitor fuel economy and benchmark fuel performance. Managers can track idling, miles per gallon, and other trends over time to identify progress and opportunities for improvement.

A recent study on fuel ROI found that fleets that use fuel insights together with driver coaching achieve up to 13% greater fuel economy than other fleets. Drivers at these fleets also practiced safer habits, resulting in a 79% drop in hard acceleration, a 40% reduction of hard braking, and 20% less idling.

### **3. Understanding and Catching Fuel Fraud**

Scams like cargo theft have put fleets at risk for several years. With fuel costs on the rise, transportation companies are faced with another emerging threat — fuel-related fraud.

A recent study explored fleet card fraud's impact on profitability. Nearly half of the operators surveyed estimated that up to 5% of their fuel spend is fraudulent. Most operators cited third-party fraud, such as card skimming, as the largest threat. They also said prevention methods, such as spend controls, were some of the most complicated and time-consuming aspects of expense management. A majority of operators still rely on outdated methods, such as manual tracking, to detect fraud, though many plan to leverage more advanced methods in the future.

Fortunately, automated platforms that integrate fleet and spend management give physical economy leaders the visibility and control they need to stop unauthorized fuel spend in its tracks. Through telematics-backed fraud detection, businesses can monitor transactions and get alerted to fraudulent activity in real time — before it becomes a problem.

### **4. Fleet Cards**

With fuel costs averaging about 64 cents per mile, physical economy businesses are looking to lower fuel costs any

way they can. The payment method that drivers use at the pump won't improve fuel economy, but it can reduce fleet fuel costs.

The Motive Card is a fleet card that leads to impressive financial savings. Businesses can save as much as \$0.20 per gallon at partner fuel stations such as Love's, TA, 7-Eleven, and Road Ranger. Cardholders can use the Motive Card to pay for purchases anywhere Mastercard is accepted. And with competitive discounts and no hidden fees, savings can add up fast.

To prevent unauthorized spending, fleet managers can control who uses the Motive Card and how they use it. They can add spending limits, improve security, restrict card use to certain times and locations, and ultimately, reduce fuel spend.

### **5. Equipment Upgrades**

Investing in fuel-efficient vehicles can be the most impactful way to reduce fuel consumption and costs. Of course, investing in new vehicles is a long-term plan, not a short-term solution. If you're ready to replace your combustion-engine vehicles with electric vehicles (EVs), you'll improve fuel economy dramatically. EVs are a big investment upfront but require less maintenance in the long run. Initial costs are also offset by better fuel mileage, federal tax credits, and state incentives, making EV investment a cost-effective choice for businesses that are ready now.

And since electric vehicles produce zero emissions, they're a much more sustainable option than diesel-powered vehicles. If investing in EVs is out of the question, tractor upgrades or simple equipment adjustments will conserve fuel. Low-rolling resistance tires, aerodynamic components, and engine accessories reduce air drag and improve fuel economy as well. Such capital expenditures can be pricey, especially when businesses are trying to save right now, but they're much more affordable than investing in new vehicles.

### **Conclusion**

As fuel costs make up a large portion of operational expenses, simple fuel-saving measures are helping businesses save money. There are many ways to conserve fuel and cut costs. Sometimes, the smallest adjustments can make the biggest impact.

*Reprinted from Transport Topics.*

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# DRIVER OF THE MONTH NOMINATION FORM & RULES

Date: \_\_\_\_\_ Jacket Size: \_\_\_\_\_

Name of Driver: \_\_\_\_\_ Age: \_\_\_\_\_

Marital Status: \_\_\_\_\_ Spouse's Name: \_\_\_\_\_

Residence Address (in full): \_\_\_\_\_

Children & Ages: \_\_\_\_\_

Name of Carrier: \_\_\_\_\_

Home Terminal Address (in full): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Years Employed by Present Employer: \_\_\_\_\_ Total Years of Experience: \_\_\_\_\_

Type of Equipment Operated:  Truck  Tractor-Semitrailer  Doubles  Other

Type of Driving:  Over the Road  City  Other

Total Mileage: \_\_\_\_\_ Mileage with Present Employer: \_\_\_\_\_

# of Accidents: \_\_\_\_\_ Chargeable Dates: \_\_\_\_\_

\_\_\_\_\_ Non-Chargeable Dates: \_\_\_\_\_

Has your driver ever been selected as a Driver of the Month or Driver of the Year in South Dakota or any other state?

Yes  No If yes, when?: \_\_\_\_\_

Participation in truck driving championships or other transportation related activities: \_\_\_\_\_

Basis of Nomination: \_\_\_\_\_

With this entry, company agrees to send their driver, if selected as Driver of the Month, to the South Dakota Trucking Association Annual Convention, where the driver will participate in a personal interview. Drivers not being interviewed will not be eligible for the Driver of the Year honors. Interview times will be scheduled Friday afternoon during the convention.

With this entry, the company agrees to submit Driver of the Year Entry Form for National Competition if your driver is selected as the South Dakota Driver of the Year.

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

## RULES:

Driver may be nominated for Driver of the Month for any outstanding act of heroism, a contribution to highway safety, an extraordinary act of courtesy, an exceptional deed or act of service to mankind within the community reflecting positively on the motor carrier industry, or for a long period of safe and courteous driving. An outstanding act shall be deemed to mean unusual or other than the normal every day courtesies afforded by truck drivers.

## ELIGIBILITY:

1. The nominated driver must be an employee of a member in good standing of the South Dakota Trucking Association.
2. The nominated driver must have been an employee of the present employer for at least two years and have a minimum of five years overall experience.
3. South Dakota domiciled\* drivers are eligible for nomination for an outstanding act performed in any state. \* The intent of the word "domiciled" shall be interpreted to mean: Any driver reporting to or regularly dispatched from a terminal within the state of SD (in keeping with the Federal Motor Carrier Safety Regulations definition of his/her home terminal) regardless of where the driver may dwell.

4. A driver may receive the Driver of the Month award only one time in any contest year. He/she may be renominated in any subsequent year.
5. Nominations for outstanding acts on the highway shall be accompanied by supporting evidence (letters, statements, news clippings, etc.). A clear, factual account is absolutely necessary. Vague generalizations will not be accepted.
6. A copy of recent driver motor vehicle record check must accompany the nomination.
7. Drivers nominated and not selected as Driver of the Month will be held over and used in the following month's selection.
8. Entries must be in the SDTA office no later than the 10th of each month for that current month's contest.
9. Nominations may be made by any party, but must be approved by the employer or a representative of the employer.
10. The annual contest will run from September of the previous year through August of the current year.
11. Company agrees to submit a professional head and shoulders photo of the winning driver.

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# SOUTH DAKOTA'S TOP 10 INDUSTRY ISSUES

## 1. Driver Shortage

- Advocate for expanding interstate CDL eligibility to 18-20-year-old drivers.
- Research the primary factors behind drivers leaving trucking careers.
- Support an industry-funded outreach program to improve the trucking industry's image.

## 2. Economy

- Identify and promote reforming / repealing ineffective and burdensome regulations that increase industry costs without providing benefits.
- Quantify the impact of increasing trucking operational costs on the supply chain and nation's economy.
- Advocate for reshoring and near-shoring of equipment and parts manufacturing to reduce the reliance on international supply chains.

## 3. Fuel Prices

- Advocate for federal policies and actions that help stabilize the supply of fuel and minimize price increases.
- Research potential factors that may be affecting fuel availability and pricing volatility.
- Quantify the impact of alternative and renewable fuel sources on motor carrier operational costs.

## 4. Truck Parking

- Encourage local and regional governments to reduce the regulatory burdens limiting the construction and expansion of truck parking facilities.
- Advocate for a dedicated federal funding program to increase truck parking capacity at freight-critical locations.
- Research the relationship between truck parking availability and highway safety.

## 5. Speed Limiters

- Advocate for any future speed limiter rulemaking to be based on real-world data inputs from industry operations.
- Quantify the safety impacts of car-truck speed differentials.
- Support research to better understand truck crash increases by causal factors and vehicle type.

## 6. Zero-Emission Vehicles

- Quantify the charging infrastructure requirements and subsequent supply chain cost increases of zero-emission truck mandates.
- Research the impacts of battery-electric vehicles on transportation infrastructure, crash response and first responder safety.
- Assess the potential of a Federal Excise Tax (FET) repeal for encouraging fleet investment in newer, more energy-efficient equipment.

## 7. Diesel Technician Shortage

- Encourage partnerships between motor carriers, truck dealers, high schools and local community colleges / tech schools to promote diesel technician training and placement.
- Research barriers to entry for new high school graduates into diesel technician careers.

## 8. Equipment / Parts Shortages

- Investigate the challenges and requirements of near-shoring and other truck parts sourcing practices.
- Quantify motor carrier business model impacts associated with equipment and parts shortages.
- Analyze recent data on equipment costs, availability, and economic conditions to improve industry response to future shortages.

## 9. Lawsuit Abuse Reform

- Promote state-level reform to cap damages paid to plaintiffs in truck-involved crashes.
- Quantify the impact of third-party litigation funding on trial outcomes.
- Advocate for elimination of "phantom" medical damages.

## 10. Insurance Cost / Availability

- Advocate for lawsuit abuse reform to reduce nuclear verdicts and frivolous lawsuits.
- Develop framework for potential upfront insurance premium reductions when drivers and carriers adopt proven safety technologies.
- Educate the public on the role of lawsuit abuse in increasing consumer prices and insurance costs.

*Issues and strategies are listed in order as ranked by South Dakota-based respondents.*

A photograph of a man and a woman shaking hands in a professional setting. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a light-colored button-down shirt. They are both smiling and looking at each other. The background is a bright, out-of-focus office environment with large windows.

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**THE RESULTS ARE IN!**

# Trucking Association Members Are Among the Industry's Safest

New research from the American Transportation Research Institute (ATRI) statistically corroborates that motor carriers who are active in industry associations are safer than both former association members and carriers who have never been association members.

It has always been anecdotally assumed that association membership supports safety through a variety of association services and resources. This new empirical research confirms the relationship between association membership and safety performance.

## THE HOW

ATRI's research compared motor carrier crash and violation safety data from the FMCSA Motor Carrier Management Information System (MCMIS) for trucking fleets that held a membership status of either Current, Former, or Never members. The Current and Former member carrier status data came from a geographically representative sample of state and national trucking associations. A representative random sample of Never members was identified in MCMIS census data. Statistical tools, including the Welch's Two Sample T-Test, were utilized in the analysis.

## FINDINGS

Both the state and national data analyses found that current members of associations are involved in fewer crashes than former and never members and receive fewer violations per inspection than former and never members.

**The relationship between membership in industry associations and motor carrier safety is clear. When you join an industry association and take advantage of the networking, education, and best practice sharing opportunities, your fleet's safety performance improves.**

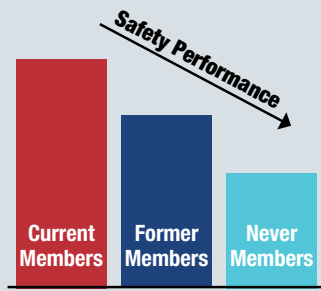
### Crashes per 100 Million Miles by State Trucking Association Membership Status



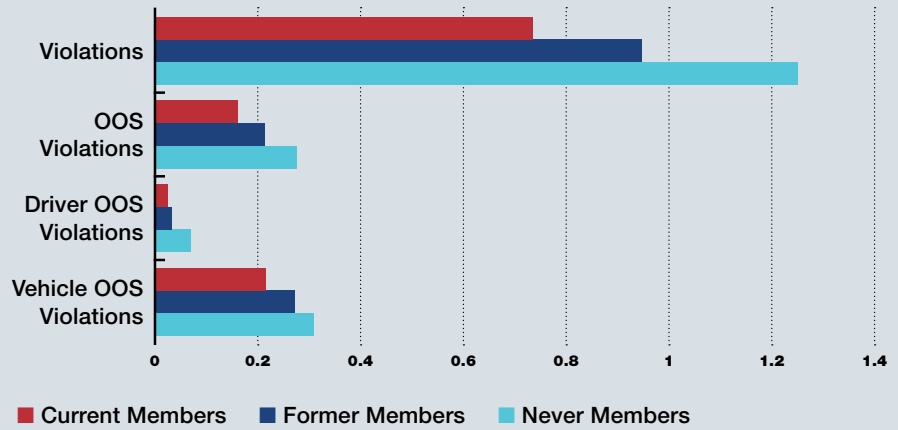
ATRI is the trucking industry's 501c3 not-for-profit research organization. It is engaged in critical research relating to freight transportation's essential role in maintaining a safe, secure, and efficient transportation system.



## Membership Improves Safety



## Violations per Inspection



**MEMBERSHIP COUNTS:  
ASSOCIATIONS WITH SAFETY**

August 2023

Abigail Marquis  
Research Analyst  
American Transportation Research Institute  
Minneapolis, MN

Dan Murty  
Senior Vice President  
American Transportation Research Institute  
Minneapolis, MN



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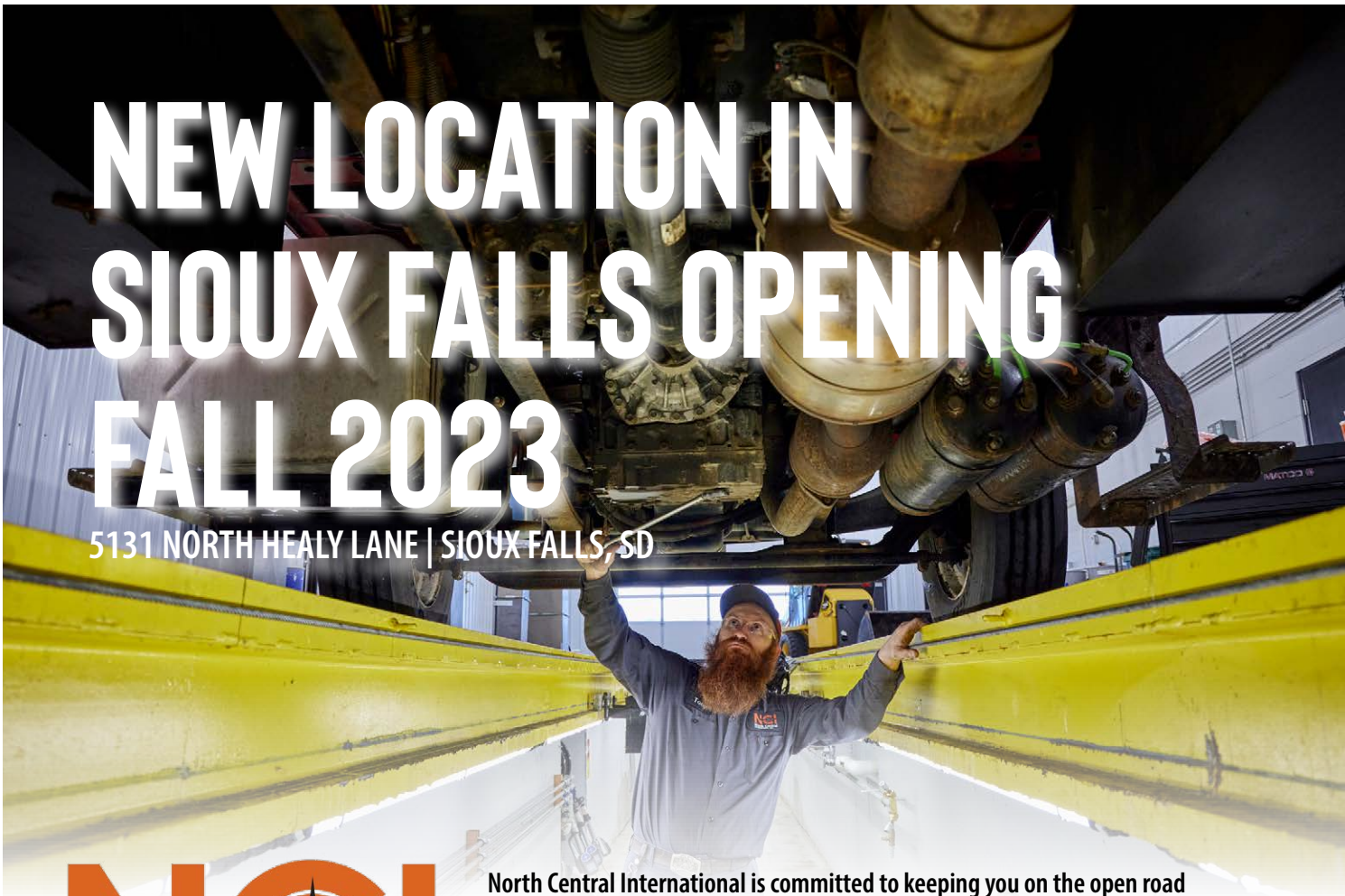
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