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### **Challenges Ahead in Transportation**

As we all thaw out and head into spring, transportation is facing some very tough challenges ahead! We are already starting to see the climb in fuel, and the tight capacity... this affects all of us in two ways, cost and service.

**Cost:** The tighter the capacity and the higher the fuel, the carriers are being pickier about which freight they choose to take. They aren't going to go out of their way to pick up big fluffy cheap pieces of freight.

**Service:** No one has the confidence in the economy just yet to purchase new equipment and hire new drivers. Thus, the possibility of adding capacity is limited. With the amount of manufacturing increasing, this means we have a lot more product than space. Your transit times, and flexibility of carriers to accommodate will change depending on the most profitable route for the carrier.

Lastly, there is new legislation being put forth that will change the safety ratings of the drivers along with the hours of service rules. This will mean fewer drivers and less driving for the drivers we have.

### **What this means to you: WIS is doing the following to assist you with these transportation challenges:**

1. Select core carriers - We have spent years maintaining a core carrier list that includes carriers that not only meet parameters of liability, safety, service, and pricing, but also partner with us during times when the environment is more beneficial to the customer. This builds a relationship so that when it's between our freight and someone else's during these times, they choose us.
2. Technology - We have upgraded our entire server, phone system, software, tracking and Internet services to better accommodate the fast-paced industry when it takes only seconds to miss out on a truck or lose an opportunity.
3. Liability - We verify liability limitations, insurance information and safety ratings. This will ensure that if something does happen, you are covered.