

21 ISSUE NO.  
THE VOICE  
2021

AUGUST 23RD, 2021



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# THE VOICE

An Official HTA Newsletter

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LOCATION: HOTEL MAYA  
DATE: SEPTEMBER 10TH, 2021

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**HTA 2021**

## DRAY TECH

A Harbor Trucking Association Event

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and more..

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## WE'RE THREE WEEKS AWAY FROM HTA'S SIGNATURE EVENT, DRAYTECH 2021

Attendees watching a panel discussion attentively during DrayTech2020 at Hotel Maya in Long Beach, CA.

Come down to the Hotel Maya on September 10th and see the people and companies changing the way we move cargo. From the exhibition hall to our clean truck line up, you don't want to miss this year's DrayTech.

Be sure to check out **Title Sponsor ENVASE's booth**. ENVASE has a suite of solutions to offer the drayman and supply-chain partners. Learn more further in this issue how ENVASE is leveling the carrier playing field with their TMS.

Available capacity is top of mind for many folks. Be sure to check out **Cargomatic** and see how they are connecting cargo to carriers.

When it comes to TMS technology you will also want to visit **Trinium and PortPro's booths**. Trinium has over two decades of assisting drayage companies automate and digitize their operations. PortPro has connected a suite of features under drayOS and lets small and medium size truckers scale their business.

Get the latest industry info attending the West Coast Port Panel moderated by Journal of Commerce Senior Editor, Bill Mongelluzzo. We are excited to feature Port leadership from the Ports of Los Angeles, Long Beach and Oakland.

Clean Trucks and Equipment more your thing? HTA is excited to have Erik Neandross of **Gladstone, Neandross and Associates** moderating our Clean Heavy Duty Panel featuring **BYD, Peterbilt, Freightliner and Volvo**.



Come visit us at  
DrayTECH2021, Booth #20



## TECHNOLOGY FINALLY LEVELING THE PLAYING FIELD FOR OWNER-OPERATORS

In the drayage industry, Owner-Operators play a crucial role in providing capacity to companies that need it. As small business owners who also drive trucks, Owner-Operators face many challenges. Envasse Technologies is here to make their lives easier **and more profitable**.

Envasse is a family of freight technologies on a mission to digitize-drayage. Trusted names such as Compicare Services, DrayMaster, GTG Technology Group, Infosite, Profit Tools, SecurSpace, and Tailwind Transportation Software make up Envasse, and make it **the largest drayage focused TMS provider in North America**. And being the largest, Envasse can leverage its hundreds (upon hundreds) of collective years in dray-tech, to make tools once only accessible to the major carriers in the industry, available to all owner-operators.



Serving thousands of customers across North America, Envasse is the largest, and most innovative, drayage-focused TMS provider.

### ENVAISE LITE TMS AND MOBILE APP: BUILT SPECIFICALLY FOR OWNER-OPERATORS RUNNING TEN TRUCKS OR LESS

[Envasse Lite](#) isn't a stripped-down TMS solution. Small companies need a fully featured TMS built specifically for them and their needs. They need an easy-to-use system that handles all the integral drayage business operations, like:

- Managing dispatch, billing, settlements, and driver safety
- Automating order entry, invoicing, and payments
- Tracking loads in real-time
- Finding the cheapest rates on fuel, factoring and secure storage (by accessing the Envasse Exchange Marketplace)
- Booking and posting loads (through Envasse's North American load-board)



And how do you make sure a driver gets all the info they need to accept a run, make a delivery, and record everything? If you're still calling drivers, shuffling stacks of paper, and waiting to invoice because something is missing, you're leaving money on the table.

Envasse Mobile, included with the [Envasse Lite TMS](#), lets drivers accept runs, upload documents, get trucking directions, and confirm delivery from their phone. It provides drivers with information on-the-go (weather, traffic, fuel deals).

There's no delay waiting for a driver to confirm that they have the load. There's no wondering if the load was delivered on time. With Envasse Lite coupled with Envasse Mobile, you'll know exactly when a job was accepted and delivered and be able to invoice a client as soon as a delivery is made because PODs flow from your drivers' phones into your TMS automatically.

### ENVAISE ORDER AI: TAKING THE WORK OUT OF HANDLING WORK ORDERS

Trucking businesses rely on work orders to track who is moving what, where, when, and for whom. But manually receiving, entering, tracking, and dispatching work orders is a time-consuming pain and prone to mistakes.

What if you could do most of the job without lifting a finger? What if incoming emails were scanned and work orders generated and queued up for you to approve? How much time would that save you a day, a week, a month? Order AI is the better way to handle work orders and prepare them for dispatching. Artificial intelligence and machine learning do most of the work, and let your staff help you grow your business.

[Order AI](#) isn't designed to replace people. It's designed to replace the things people do that computers can do faster so that people can focus on higher-level (read: more profitable) tasks.

### ENVAISE LETS YOU GET DOWN TO BUSINESS

Envasse believes the future of intermodal trucking will be driven by better and more intelligent technology. They also believe in leveling the playing field. Technology isn't just for the big players; it needs to benefit everyone. In the past, the promise of technology has left too many people behind. That's changing - Envasse has digitized drayage.

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## SILVER SPONSORS





# THE IMPORTANCE OF VISIBILITY IN PORT AND DRAYAGE OPERATIONS

By Antony Francis, Consultant, Endava

The port remains a transparency challenge for beneficial cargo owners (BCOs) and e-commerce retailers alike.

Third- and fourth-party logistics (3PL and 4PL) companies have been addressing efficiency and improvements in the order-to-cash cycle since the advent of e-commerce fulfillment. A key element of this is the visibility of individual shipment information right through the last mile. Customers have come to expect this ever since FedEx, UPS, and other express shippers began providing extremely detailed track-and-trace data throughout the process. The digitalisation of key information has been a critical component of this revolution.

Extending this information across the whole supply chain has been challenging though, given the siloed approach many of the players still take – manufacturers, ocean carriers, port operators, drayage companies, forwarders, truckers, warehouse and DC operations, etc. Moving information between these players remains a difficult task, creating fragmented visibility.

## IMPROVING DATA VISIBILITY IN DRAYAGE IS KEY

This is particularly true of the relationships between the manufacturer and the initial distribution center. Port operations and drayage companies are an essential part of this. In fact, at the port of entry, where specialised procedures, equipment, and nomenclatures make drayage and customs particularly opaque for laypersons, port-side processing has been slow to innovate. Even today, drayage is often seen as a data “black hole” within the supply chain.

Why is drayage so important? Inefficient drayage makes it more difficult and resource-intensive to locate cargo and get it out of port, nearby warehouses, or intermodal transit networks. Without optimised port and drayage operations, visibility and efficiency suffer. For example, a container could be sitting on the dock or at customs for as long as a week before moving back into a state of *data visibility*.

## TECHNOLOGY IMPROVES VISIBILITY, AND FAST!

Knowing where cargo is on the dock only matters as far as that data can be used to process it quickly. Advanced tracking allows drayage firms to anticipate and make resources available to process cargo when a container ship comes into port. Processing can be done quickly using IoT devices to expedite unloading and to document and collect essential data without introducing additional labor to the equation. That data can be fed into 3PL analytics software to make improvements to operations for future shipments.

When demand is up – as is the case currently, with 80 ships sitting off the Ports of Los Angeles and Long Beach – this impacts supply chain turnaround, increases the risk of lost merchandise, and drives shortages. The addition of IoT devices to the software ecosystem has helped real-time data models coordinate transportation modes along the supply chain and mitigate these issues. These “smart containers” close the knowledge gap by allowing for real-time monitoring of cargo location, internal conditions, and overall physical integrity from anywhere.

For time-sensitive cargo like perishable food, these sensors give retailers the peace of mind that their product is consistently refrigerated throughout the shipping journey by storing real-time data in the cloud to be accessed from anywhere.

Advanced warehouse and container yard management systems can drastically reduce the amount of time cargo spends waiting for pickup on the dock. Using this information, new 3PL software solutions can match per diem schedules with port schedules, then prepare prep drivers to ensure they are ready for the load.

## TURNING THE CHALLENGES INTO OPPORTUNITIES

Building this infrastructure requires a physical presence at the port that is cost-prohibitive for many companies, which is where 3PL drayage partners come in.

Drayage, like its process counterpart freight-forwarding, presents an incredible opportunity for BCOs and e-commerce retailers precisely because it is so complex. Between staying up to date on changing schedules and regulations, navigating terminals, and keeping up with paperwork, there is plenty of opportunity to innovate and digitalise.

To get the job done right, you want an experienced 3PL partner that understands drayage top to bottom, and you also want a partner that can match best-of-breed software with a proven track record to ensure that your supply chain will stay running smoothly.

Contact Endava to learn more.



**Brad Kennedy**  
SVP Strategy and Business Development  
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Cell: 972-839-1321

## BRONZE SPONSORS



# HTA'S "GODFATHER" HELPED SHAPE THE ORGANIZATION AND INDUSTRY TODAY

By Eric Mathis, Director of Membership & Events, HTA

It's Monday and the ports are open again for business and the crayon box of containers sit stacked and ready for pick up just as they did the week before. There is a Nebraska-native in the South Bay that starts each day with the perspective of an industry veteran. Current HTA Chairman, Fred Johring understands the issues that draymen face day in and out. After 23 years being continually relocated with Union Pacific, Fred Johring decided he wanted to stick in one place and go into business for himself. Having settled in the LA/LB market in 1996, he started Golden State Express - first as a brokerage, but later brought on a few trucks and began running loads himself.

Drayage looks as different as our trucks do compared to then. You won't find 20-year-old trucks on the 710 anymore; Our fleets are younger, cleaner and industry is hoping to carve out space to lay down charging infrastructure. Operations have matured, trucking has weathered up and down ticks in cargo volumes and industry challenges changed.

If we look back to 2006, The first Clean Air Action Plan – and attached employee mandates as part of concession agreements, were the catalyst for this small South Bay drayman to help start something that shaped how we move cargo today.

## START OF AN ERA

Fred Johring has been with the HTA since its start as a group of drayage carriers calling themselves the Harbor Truckers for a Sustainable Future. All members of the California Trucking Association, these draymen were looking for something with more local focus.

*"The HTA started as a group of 7 or so smaller to mid-size truckers started meeting to discuss ways to survive and deal with the Port's Mandates,"* explains Johring, *"which included new clean trucks and reducing the number of trucking companies in the harbor."*

This type of collaboration for drayage truckers was new. It was unheard of - competitors sharing best practices and strategy for regulatory compliance. This new collective action gained the group traction.

*"We weren't used to talking to each other on any level. By us getting together and talking about the CAAP we were able to get meeting with people in the Ports and City Hall."*

The group began hosting meetings on the issues the drayman faced. An audience of 10 grew to 40, to 75 and just shy of 100. Educating members and the broader community continues to be an essential tenet of the HTA. Some topics are still the same – clean truck entry standards and operational updates.



Pictured: Fred Johring, our chairman, poses for the camera.  
Cont'd on pg. 5



## Welcome!

Join us in welcoming our new sponsors & members below. Thank you for joining the community and for your continued support.

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*Volvo Trucks*  
**New Silver Sponsor**

## Upcoming Events

Register by clicking the event.

AUG 30 - SEP 2

ACT Expo at  
LB Convention Center

SEP 10

DrayTech 2021 at  
Hotel Maya, Long Beach

SEP 12 - 14

IANA Expo at  
LB Convention Center



## Transportation Software for Container Drayage Companies

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**Come visit us at**  
**DrayTECH2021, Booth #24**

Schedule a Demo at (310) 214-3118 or email: [sales@triniumtech.com](mailto:sales@triniumtech.com) | [TriniumTech.com/Trucking](http://TriniumTech.com/Trucking)



Fred Johring testifies at the Coalition of Fair Port Practices at the FMC. Twitter. Ari Ashe/Transport Topics (2018)

## SUCCESS AND GROWTH

Having a seat at the table has been and continues to be an essential component to fighting for an equitable supply-chain and feasible regulation. The fight on the CAAP would eventually culminate in the landmark Supreme Court case *ATA vs City of Los Angeles*, resulting in a victory for the Owner-operator model.

After this huge win, the Harbor Trucking Association hit new stride and was no longer just a “club for the small guys,” bringing on some of the larger names in drayage. The HTA’s cemented credibility secured the ears of the Ports, terminals and elected officials. In the years to come, we will see Fred and a legacy of HTA members providing industry expertise to advocacy efforts at local, state and national level issues.

## TODAY AND TOMORROW

As we move past-COVID and the tidal wave of cargo, a lot of those initial issues – cleaner equipment and equity for smaller operations – are resurfacing. The way we as an industry answer these questions will change the landscape at the ports and the way we move cargo. Johring offers insight on how we can approach these problems:

*“It is critical that the HTA keeps its finger on the pulse of the drayage industry and maintains itself as a premier organization to continue to advocate on the trucker’s behalf. It’s also critical we continue to educate members not only on issues but best practices as well. The HTA needs to be a safe-haven for legal collaboration amongst our members. As we move forward, I don’t see those three issues changing. We may pick up more but those remain the foundation of the organization and the benefit it brings to our members.”*

## You won't want to miss these cool trucks at the DrayTECH Clean Truck Line-up.



Volvo- VNRE



Phoenix Motorcars

Zeus 500



Kenworth-CNG Truck



Daimler- eCascadia



and more...



## Member Spotlight



**"We were so enthralled to hear that Matt was elected to take on the role of HTA CEO and have already built on our partnership under his tenure. The HTA has been a prime supporter of ours for 6 years and our shared roots have delivered efficiency within the industry."**

**-Walker Banks  
Vice President**

Launched in 2015, GeoStamp has helped improve the tracking and logistics performance capabilities of Drayage Trucking Companies and other LMC's in 15 markets around the world. The GeoStamp team has the autonomy and tenacity to move quickly, ensuring we build the right technologies for our clients. Our team of seasoned advisors, strategists, and engineers have a focus on delivering performance tracking measurements that are both actionable and insightful for our partners.

Efficiently navigating assets through Port Complexes, Marine Terminals, Rail Hubs, and Distribution centers saves time and money, improves driver utilization, and reduces congestion. GeoStamp utilizes its collected data from more than 24,000 trucks to report on port and marine terminal performance. Multi-layer geofencing capabilities allow for the isolation of specific areas of interest within a given facility for improvement monitoring and bottleneck identification. We know how vital the supply chain is to local economies and important it is to remain competitive in a global environment. GeoStamp helps by reporting how well logistics & transportation facilities perform in terms of processing time through advanced analytics. Green initiatives are a target through everything we do, to solve a problem, it must first be measured.

**Our delay time tracking software, analytics, and billing software is available to HTA Members as significant discounts based on truck volume, sponsorship level, and relationships.**



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