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THE VOICE

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The Official HTA Monthly Newsletter

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LEGACY PARTNER



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MAY 19TH, 2023 | DOUBLE TREE HOTEL | SAN PEDRO, CA



Photo from DrayTECH2022 during the State of the West Coast Ports Panel.

You are cordially invited to our Annual Signature Event, **DrayTECH 2023** a one-day conference on **Friday, May 19th** at the Double Tree Hotel in San Pedro!

This drayage focused technology conference is the perfect opportunity to explore the latest developments and solutions in the logistics industry to streamline your operations and learn more about the latest regulatory issues and operational challenges affecting goods movement in California.

DrayTECH 2023 will feature an exciting agenda packed with insightful breakout sessions, engaging industry panels, a Zero Emission Ride & Drive and a unique experience in live entertainment brought to you by **CocoTiki**.

Whether you are a fleet operator, a logistics professional, or a technology enthusiast, DrayTECH 2023 has something for everyone.

Don't miss this chance to network with industry professionals, discover new ideas, and take your business to the next level.

Purchase tickets [here](#) to secure your spot at this must-attend event.

For any inquiries, please contact Melissa Summers at melissa@harbortruckers.org



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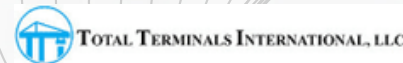
For daily rentals of chassis or containers go to chassisfinder.com

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Welcome!

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New Bronze Sponsor



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MEMBER OF THE MONTH

Sponsored by  ENVASE



This month, the spotlight is on Ron Hunt, Director of Business Development of Forum Mobility, for being named HTA's April Member of the Month.

Ron kindly answered a few questions to commemorate this achievement:

- What's a small act of kindness you were once shown that you'll never forget?

They all seem big to me, that's how much I appreciate all of them ... but I'll say the support of key family & friends during some moments of personal & family crisis in recent years have been extremely impactful and will never be forgotten.

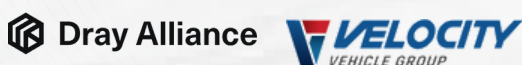
- What do you do to unwind after a long day at work?

Often there's some chilling with my wife on the couch (while she is on Instagram and I'm on LinkedIn, sad but true haha) ... but every week also includes playing some tennis, giving a golf lesson or two, and spiritual/religious/Bible studies & activities.

- If you did not work in this industry, what field would you pursue?

Hard to tell since I'm pretty open-minded & flexible ... but that being said, I seem to have a passion & knack for both investigative work and educating/teaching.

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VEHICLE INTEROPERABILITY
TESTING SYMPOSIUM

May 9-11, 2023
Long Beach, CA
Voltstesting.com

Organized by:



CHARIN

Test Site Host:

WattEV

DON'T GET LEFT IN THE SLOW LANE!

Want to get **up to speed** on what's going on with EV charging infrastructure in the U.S.? Then don't miss **VOLTS—the Vehicle Interoperability Testing Symposium!** Industry experts will share knowledge and showcase the latest charging innovation at one of the single largest EV testing events in North America!

Be in the Driver's Seat

Help accelerate the adoption of electric transportation!

- Continue to raise your **awareness and knowledge** about the EV charging evolution
- Engage in conversations about **overcoming charging hurdles**, such as location, access, and financial barriers
- Ensure EV policies reflect **equity and inclusion** objectives

Community Benefits for All

- **Cleaner environment and improved health** that come from the transition away from fossil fuels
- **Strengthened economy** through workforce, training, and business development opportunities for all groups, such as DVBEs, Women, Minorities, LBGTQ+, and others.

VOLTS Details

One-Day Conference:
May 9 at Hotel Maya
Long Beach, CA or online

Testing Event:
May 10-11 at WattEV
Port of Long Beach



REGISTER NOW



Thriving in a down cycle



Written by Envase Technologies

Freight rates and volumes are down. Imports have shifted from the West Coast to the other side of the country. Blank sailings are increasing. Labor strife is making it harder for shippers to feel confident in moving goods back through LA/LB/Oakland.

At a minimum, it will be a tough next few months.

Carriers that have been in business for more than five years have seen this before. They know where to look to cut costs while keeping the wheels spinning. Fuel programs can save a few hundred dollars per month, while asking drivers to be less aggressive can also save money here and there by increasing MPG.

However, one thing many carriers don't think about at times like this is making any investment in technology. After all, Google offers free spreadsheets, and nothing's less expensive than free.

Except...

Last week, Envase's Chief Commercial Officer Allen Thomas joined Let's Talk Supply Chain to discuss why now is the absolute right time to implement technology to help carriers thrive. He highlighted how getting off spreadsheets allows drivers to upload documents at the moment of delivery, increasing the speed at which carriers can bill (and get paid). Regarding fuel, the argument holds up well. It's costly to haul air (bobtailing or driving an empty trailer), but it's just as expensive to carry a few pieces of paper, like PODs.



[Download White Paper](#)

It touches on how carriers should think about cash flow, customer service, equipment status, driver actions, and growth mindset as five core attributes that can help trucking companies keep their doors open during downturns.

There's a moment in the TV show Frasier where Frasier's father says, "What doesn't kill you makes you stronger," and Frasier's brother Niles says, "But dad, not everyone makes it into the second group!"

The next few months will be challenging, but carriers that take a few steps to adapt their practices (and move off of spreadsheets) will position themselves to not only get through them but come out stronger in the coming years.

Allen also touched on how there needs to be more clarification about the role tech can play in a carrier setting. A TMS isn't built to replace dispatchers or other people; it's built to free up some of their time to do less menial work. Imagine taking the person whose job is scanning documents and instead having them spend more time on freight boards looking to increase revenues. Now you're looking at more loads to haul and more opportunities to increase revenues without adding headcount.

This is a tiny fraction of what a TMS can provide its users.

Envase recently launched a white paper discussing many more ways a TMS can help carriers survive this temporary downturn.

Welcome!

Join us in welcoming our new sponsors & members below.

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New Affiliate Member

Meet Our Team



Left to Right: Karla Sanchez, Director of Programs & Communications; Matt Schrap, Chief Executive Officer; Melissa Summers, Membership and Events Manager.

The Voice is designed and edited by:

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