



THE VOICE

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HOW SUPPLY CHAIN DIGITIZATION BENEFITS IMCS AND TRUCKING DRAYAGE

Brought to you by: Blume Global Team

One of the most vital links in the supply chain is the role that Intermodal Marketing Companies (IMCs) and the trucking community play in transporting goods from rail ramps to nearby warehouses. This short-distance drayage has plenty of room for optimization, from bills of lading to efficient loading, routing and unloading. One of the most powerful ways that **drayage and logistics companies** can take advantage is through digitizing their operations and maximizing efficiency over shorter routes.

Let's explore how **supply chain digitization** can help the drayage industry.

Accurate Supply and Demand Management for IMCs and Drayage Logistics to Effectively Manage Capacity

It's critical that drayage providers can match the demand for transport between **ports and warehouses** with the amount of truck capacity that's available. That means maintaining real-time, accurate information on:

- Customer requests and demand for drayage.
- The number of trucks and other vehicles able to provide drayage.
- The total capacity of trucks that can make short-distance runs, whether less-than-truck-load or fully laden trucks.
- The status of drivers and their ability to provide trucking services.

Matching supply and demand for intermodal and other types of drayage is challenging, but accurate data and modeling can significantly drive up efficiencies. Sourcing, reporting on and sharing information on one centralized, digital platform makes it much easier to deal with capacity challenges now and provide visibility to all logistics stakeholders.

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Prediction of Likely Future Supply and Demand for Efficient Planning and Utilization

Managing current drayage capacity needs will help your operations today, but you also need to prepare for tomorrow. That's where sophisticated AI logistics modeling can help. A digital platform can examine all of your current data and combine that with information from shippers, scheduling and other parts of the supply chain to predict likely future drayage needs.

AI and machine learning can uncover trends in the data and suggest likely short, medium, and long-term demand and capacity — allowing you to get the right assets and resources in place. You can build complex models, based on various assumptions that increases your flexibility and allows your drayage business to react quickly to changes. These types of models can also help with recruitment and asset procurement, ensuring you have enough drivers, trucks and other equipment to meet future needs.

Real-Time Location Tracking of Shipments and Drayage Assets Means Better Management

Being able to track assets and shipments wherever they are, in real time, makes it much easier to manage the security, safety and flow of goods as they're being transferred. GPS Internet of Things devices can easily be attached to containers, pallets, goods, trucks and other assets to provide continually updated information on the location of assets. The position of goods can be monitored in real time on a map, which makes it simpler to understand bottlenecks and other problems and resolve them quickly.

For drayage logistics companies that are managing multiple trucks across different routes, this type of tracking allows for rapid optimization, more effective utilization and lower costs.

[CLICK HERE TO READ MORE](#)

The Blume Global platform will streamline and supercharge your drayage operations. Our data-driven, open digital platform increase asset utilization and helps you optimize your transportation fleet. From deep data insight to logistics network access, Blume can help you reduce costs, build agility and stay on top of customer requirements. Our solutions will position you to become your customer's drayage carrier of choice by providing real-time status updates, information sharing and optimized operations so you can adapt as demand changes.

Your 2022 Driver Recruiting Mid-Year Check-Up



Brought to you by: **DriverReach**

While it is tough to believe, we are nearly halfway through 2022. If your recruiting year has been full of ups and downs, don't worry - there's still time to right the ship. Or, perhaps you are part of a team that doesn't even really know how it's doing and therefore cannot put strategies in place for improvement. Either way, now is the perfect time to assess your current recruiting strategies and processes and update.

Here are a few 2022 mid-year CDL driver recruiting check-up questions to ask:

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How is your team performing YTD against your recruiting benchmarks?

The first step in your mid-year check-up is to assess where your current recruiting metrics are in comparison to the benchmarks and goals you have in place for the year. Are you right on track to hit your goals? If you're falling behind, take a look at specific areas of opportunity to get started.

What do driver retention rates look like this year compared to past years?

While the last few years have been a crazy time for employee retention for all industries, it's been even more volatile in the trucking industry. If more drivers are leaving than ever before, it's time to start talking to your drivers to get to the bottom of any root issues.

Have you reviewed your driver feedback yet this year?

Driver feedback is another great place to look for ways to improve your recruiting processes in the second half of 2022. What have your drivers been saying so far this year? Has their feedback changed at all over the last year or two years? What are some new ideas they may have to help fill your process gaps?

What is one new process or strategic decision you've implemented this year? A mid-year check-up is also a great time to celebrate your team's success thus far. Make a list of new processes, strategic decisions, or innovations your team has implemented this year. Which is the most impactful to drivers? Which is most impactful to the bottom line of your business? Which are you most proud of as a recruiting team? These are all areas that should be celebrated – even if there is still plenty of innovation left for the year.



Welcome!

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

Erick Gordon
Southern Counties Express
New Carrier Member

Jocelyn Ascencio
J&D Transportation, Inc
New Carrier Member

Rolina Camello
Trans International Trucking
New Carrier Member

Cynthia Webster
Gamber Johnson
New Affiliate Member

Karl Dudek
Northern Equipment Remarketing
New Affiliate Member

Daniel Mulligan
Whitcrow Inc.
New Affiliate Member

Ed Whittemore
LAREM Industrial Real Estate
New Affiliate Member

Optimize the rest of your 2022 with DriverReach

Even though it feels like 2022 is moving faster than ever, there is still time to achieve your driver recruiting goals this year. Instead of throwing new ideas at the wall hoping something sticks, take a proactive approach to your driver recruiting strategy. DriverReach can help your team uncover new ways to take a driver-focused approach to recruiting and provide your team's tools to put these plans into action.

Stay up to date on CDL trucking trends! Be sure to check out the DriverReach blog for other relevant articles and head over to our webinars page for an up-to-date list of upcoming events and on-demand recordings.

Listen to Taking the Hire Road podcast, hosted by Jeremy Reymers and in collaboration with FreightWaves, for timely conversations with industry experts. For more information, or to join a live group demo, visit www.driverreach.com/livedemo

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Member Spotlight



Vito obtains First NASCAR Win at only 10 years old

10-year-old Vito Cancilla of Martinez earned his first Jr. Late Model feature win early this June at All American Speedway in Roseville. Congrats to him and the proud dad, Ron Cancilla of Impact Transportation.



The crew is SO PROUD..

MATT'S HOTTAKES

on social media

Matt Schrap @mattschrap · Jun 13
Pretty much all MTOs in LA/LB open at 7... "normal" hours start at 8... those are akin to the "bankers hours" I allude to in the quote... but one typo... should be "marine terminal(s)" not one single terminal is responsible for 40% of the cargo through the SPBP complex.

Transport Topics @TransportTopics · Jun 13
"Double flex" option is on the bargaining table. Story via @dronantranspo. @ilwulongshore @WestCoastPorts @mattschrap ttnews.com/articles/labor...

Matt Schrap · 1st
Chief Executive Officer at Harbor Trucking Association
4d · 🗨️
So. Many. Things. Wrong. With. This. Headline.

Bottom line these "statistics" are an average based on stale information that is not reflective of the restrictive reality truckers must deal with daily... this is just misdirection to draw attention away from the massive inefficiencies happening at most MTs and the constant moving target that are SSL empty return policies.

Just a reminder... The Port of Los Angeles and the Port of Long Beach were NEVER 24/7... we have seen two hoot gates from two terminals and it was definitely NOT seven days a week.

If necessary, the supply chain will adjust when there is consistency across the system... throwing more gate hours is not the ultimate answer... we need a reform of the appointment systems and a removal of empty return restrictions to start with... the list goes on from there...

#neverending #drivebyjournalism



Half of LA Port's Truck Gates Go Unused Ahead of Peak Season

bloomberg.com · 1 min read

👍👍 Paul Kerwin and 152 others

15 comments · 17 shares

Matt Schrap @mattschrap · Jun 13
Always a pleasure to chat with @EdLudlow and the @BloombergTV Team... no shortage of issues out here in CA... but one thing is for certain... you got it, a truck brought it!

Bloomberg TV @BloombergTV · Jun 13
As the supply chain crunch continues and pressure is felt at major ports across the country, Harbor Trucking Association CEO Matt Schrap said Friday that truck drivers are "the backbone of the economy" trib.al/JHdJugy

Matt Schrap · 1st
Chief Executive Officer at Harbor Trucking Association
1w · 🗨️

After a little nail biting... OSRA22 is one step closer... thanks to Lauren Beagen for sharing... it will soon be up to the Federal Maritime Commission to follow through... hold on to your hats and sunglasses supply chain peeps... it's about to get (even more) interesting.

Lauren Beagen · Following
Maritime Industry Expert & The Maritime Professor™ | attorney/legal consultant...
1w · 🗨️
The Ocean Shipping Reform Act (OSRA) has passed both chambers!

We expected this to happen this week.

...see more

👍👍 Paul Kerwin and 27 others

1 comment



In Loving Memory of Vic La Rosa



(June 16, 2022) - It is with deep sadness and a heavy heart that the TTSI family announces the passing of our beloved **Vic La Rosa, CEO, President, and Co-Founder.**

After a valiant fight against lung cancer, Vic peacefully passed away yesterday, Wednesday, at his house in Huntington Beach, California, surrounded by family and friends.

Vic was a crusader and a visionary in the logistics industry. He fought for cleaner air and received numerous awards throughout his career. Our fleet of clean truck technologies is directly attributable to Vic and his commitment to the greater goods movement industry. Needless to say, he was a leader and a driving force behind the success of the company.

Contact:
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Upcoming Events

Register by going to our website.

Peak Season is Coming: Move Containers Faster and Avoid Late Fees with Blue Cargo

June 30th, 2022

via GoToWebinar
10:00 AM PDT

This Webinar is for Motor Carriers and BCOs Only.

Digital Driver Check-in & Yard Routing (Dock Door/Parking Management) with NavTrac

July 12th, 2022

via GoToWebinar
11:00 AM PDT

UIIA 101

July 14th, 2022

Via GoToWebinar
11:00 AM PDT

NorCal Membership Meeting

July 18th, 2022

Scott's Seafood Restaurant
Jack London Square
Oakland

COMING DOWN THE PIKE: LITTLE LET-UP IN THE PRICE OF DIESEL FUEL

Brought to you by: Cargomatic

LONG BEACH, June 20 – TRUCKERS have no illusions about the skyrocketing price of diesel fuel or what it means for the motor carrier industry. Nor do shippers harbor any doubts about the potential adverse impacts on their sales either.

Even President Biden sees the price of diesel as a matter of concern for his future, with polls suggesting that voters might turn away from him in search of a candidate who can do something about the runaway costs.

So, what's the situation? What is really going on when it comes to the price of diesel fuel, how long are high prices expected to last, and – most of all – what can be done to bring them down?

The Energy Information Administration is the go-to source when it comes to understanding the status of energy supplies in the United States, especially when it comes to oil and oil products such as diesel fuel.

In its most recent Short Term Energy Outlook report, the EIA explains the current situation regarding diesel prices, pointing out that they are “above historical averages” due to several factors.

The first is simply that there are low inventories of diesel around the world generally. Second, that demand for diesel has increased to “near” pre-pandemic levels. Third, there is relatively low refinery production of diesel compared with pre-pandemic levels.

Putin's price hike

Not least, Russia is exporting less oil and fewer petroleum products like diesel fuel, a point that President Biden highlights with repeated remarks about the “Putin price hike” – a reference to Russia's President Vladimir Putin and effects of his war against neighboring Ukraine.

The EIA supports the president's view, forecasting that Russia's production of total liquid fuels will decline from 11.3 million barrels a day in the first quarter of 2022 to 9.3mn b/d in the fourth quarter of 2023 – a drop of 2mn b/d, further tightening supplies. The EIA does not rule out the impact of sanctions on Russia now or in the future, saying they could reduce the country's oil production even more than expected and create “upward risks” for crude oil prices during the forecast period. That means diesel prices also could suffer “upward risks” or, in plain English, go higher.

The agency reports the steep price rise over the past couple of years, noting that in 2020 the average annual retail price of a single gallon of diesel was \$2.56 as opposed to \$3.29 in 2021 and \$4.69 so far in 2022.

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Follow us on Social Media!



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