



We won't be silenced.

THE VOICE

JUNE 2023

The Official HTA Monthly Newsletter

ISSUE NO. 43

LEGACY PARTNER



PLATINUM SPONSORS



Thank You for Making DrayTECH2023 an Unforgettable Success!

Written by Karla Sanchez, Director of Programs & Communications

We extend our gratitude to our sponsors and members for joining us at the DoubleTree Hotel in San Pedro, CA, this May 19th for HTA's Annual Signature Event, DrayTECH 2023, a one-day drayage conference focused on technology. With over 500 enthusiastic attendees, DrayTECH 2023 exceeded all expectations, creating an unforgettable experience for all participants.

Our appreciation also extends to all our esteemed speakers and panelists who shared their expertise by shedding light on the latest regulatory issues and operational challenges affecting goods movement in California, as well as opportunities within the drayage industry.

DrayTECH also wouldn't have been possible without our event sponsors and exhibitors. Their commitment to innovation and unwavering dedication to the industry helped make this tradeshow a success. We thank them for their contributions and look forward to continuing our partnership in the future.

Additionally, it was a pleasure to work with all OEMs during our Ride & Drive event, and I hope those who rode in ZEVs learned a great deal about these vehicles.

Those who attended our evening cocktail reception connected with fellow industry professionals in a relaxed and friendly atmosphere. The fantastic entertainment provided by Coco Tiki, our talented DJ, and money booth added an extra dose of fun. Congratulations to all the money booth winners.

We are delighted to congratulate and highlight our esteemed board members Cecelia Kerwin and Mark Darling on receiving the *George Boyle Ambassador of the Year* award, and the *Fred Johring Advocate of the Year* award, respectively. It was a well-deserved honor for both!

Lastly, we would like to express our gratitude to our exceptional staff and volunteers who worked tirelessly behind the scenes to bring DrayTECH 2023 to life. Their meticulous planning, attention to detail, and dedication created a seamless and incredible experience for all attendees. **ONCE AGAIN, THANK YOU!**



[View More Photos](#)

A community is like a ship;
Everyone ought to be prepared to take the helm.

Henrik Ibsen



BLUE
CARGO

Join the BlueCargo Community Partner Program!

We're excited to announce the launch of the *BlueCargo Community Partner Program*.

Join the referral program and embark on a journey that not only benefits you but also transforms the way your colleagues, customers, and friends handle their logistics operations.

Harness the Potential of Referrals:

At BlueCargo, they believe that satisfied customers are the best ambassadors to spread the word about our game-changing container management solutions.

Why Join The BlueCargo Community Partner Program?

1. Be a Catalyst for Transformation :

By joining their referral program, you become a catalyst for transforming container management. Share the power of BlueCargo with your network and help businesses optimize their supply chains, reduce costs, and streamline their operations.

2. Unlock Rewards for You and Your Referrals :

As a valued member of the BlueCargo Community program, you'll enjoy exciting rewards. For every successful referral, both you and your referral will receive a generous 10% discount on your annual BlueCargo contract. It's a win-win situation that fosters collaboration and growth.

3. Make a Lasting Impact :

Your participation in this Program goes beyond the immediate benefits. By leveraging BlueCargo's container management software, companies can effectively eliminate dry runs and optimize their operations, reducing energy and resource waste while minimizing carbon emissions. Moreover, businesses contribute to a network effect that enhances the efficiency of container management across the U.S., fostering a sustainable ecosystem for all participants.

How to Get Started:

1. Request to join:

Send an email [HERE](#) to become a Member.

2. Spread the Word:

Once you're a member, BlueCargo will send you your own personal referral link and you can start sharing it with your network. Whether it's through personal recommendations, social media posts, or industry events, let others know about the benefits of partnering with BlueCargo.

3. Reap the Rewards:

As your referrals sign up and become BlueCargo customers, both you and your referrals will enjoy the 10% discount on your annual contracts. The more referrals you bring in, the greater the rewards and the larger the impact you make.

To learn more, visit the BlueCargo page [HERE](#).

GOLD SPONSORS



SILVER SPONSORS



MEMBER OF THE MONTH

Sponsored by  ENVASE



Congratulations on your achievement as the June Member of the Month, we consider this award as our gratitude for your continued support of the HTA.

This month, the spotlight is on Don Peltier, Director of Government and Industry Relations at Direct ChassisLink Inc., for being named HTA's June Member of the Month.

Don answered a few questions to commemorate this achievement:

- Pick your favorite decade. Tell us why.

1970's. Because I'm old and remember them as fun days after the tumultuous 60's.

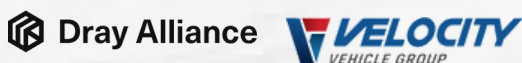
- Tell us something about yourself that would surprise most people who know you.

I was an Eagle Scout and a US Marine.

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

Teaching. Who doesn't love a chatty, goofball for a teacher?

BRONZE SPONSORS





FLEXIVAN™

Powered by **AIM360**

Do more with data.

Drive your productivity with actionable insights.

Find out what our Smart Chassis® can do for you at **FlexiVan.com**

1-866-883-5394 | www.FlexiVan.com



PAPÉ KENWORTH



Member Carrier Spotlight: Fast Lane Transportation, Inc., Moves to Electrify its Operations

Written by Henry Wilson, Operations Manager, Fast Lane Transportation



Fast Lane was started almost 45 years ago here in the Long Beach/Wilmington area as a trucking company solely consisting of owner operators started by our founder Patrick Wilson. Over the years it has grown into a one stop shop for intermodal and domestic storage, container repair, container modification, chassis provider and storage, cold storage, and trailer repair. Since the start of Fast Lane it has grown into a striving family business that provides said services in Wilmington CA, Oakland, Long Beach and Adelanto.

One of Fast Lane present commitments is to electrify our yard fleet of Utility Tractor Rigs (UTR's) to start. Over the past couple years, we have bought 7 battery electric UTR trucks that run within our operation moving equipment. This is just the beginning for Fast Lane moving toward electrification. We saw the writing on the wall with California pushing for electrification, and instead of fighting it we embraced it. We took advantage of many of the grants that the state offers in acquiring funds that make it complicated but rewarding when looking at purchasing EV trucks.

FAST LANE TRANSPORTATION, INC.

California is getting its biggest electric truck charging station yet

Forum Mobility is building a 96-truck charging depot in Northern California — a significant step toward the state's goal of decarbonizing trucking by 2035.

Written by Jeff St. John, Canary Media



An artist's rendering of Forum Mobility's 96-truck charging depot being built in Livermore, California to serve electric trucks driving between the Port of Oakland and California's Central Valley (Forum Mobility)

Batteries. New truck designs. High-powered chargers. And room on the grid to power it all.

A lot of things have to come together to make high-intensity electric truck charging a reality. And in states such as California that have mandated the switch from diesel-fueled to zero-emissions trucks over the next two decades, there isn't a lot of time to make it all happen.

Just ask Matt LeDucq, CEO of Forum Mobility. On Tuesday, the Oakland, California-based company unveiled plans for its largest charging depot yet.

"It's a big, powerful site and a key part of our network," said LeDucq, whose company has a \$400 million joint venture to build charging depots and lease electric trucks to freight haulers serving California's busy seaports. The new, roughly \$20 million project in Livermore, a city on the outskirts of the San Francisco Bay Area, is set to open in the summer of 2024. It will have enough open land, grid power and high-voltage chargers to simultaneously serve up to 96 battery-powered heavy-duty trucks.

That's a lot bigger than Forum's first eight-charger site at the Port of Long Beach, or the 26-truck charging plaza opened by startup WattEV at the port last month, or the two sites with space for 38 trucks that logistics facility giant Prologis is developing near East Los Angeles, or the 32-truck charging site that freight logistics provider Schneider National unveiled in El Monte, California last week. In fact, alongside a 200-vehicle charging site being developed at the Port of Newark in New Jersey by Power Edison, it will be among the country's biggest yet.

[CLICK HERE TO READ ENTIRE STORY](#)



The strike's been averted! What comes next?

Written by Mike Bush of Envase Technologies

In the last week, we've seen tremendous progress made between the PMA and the ILWU, laying the groundwork for a six-year agreement that should end many of the disruptions that have been occurring at the ports.

The West Coast is an obvious point of entry for companies that manufacture goods in Asia. It's closer than the east coast. It's cheaper than the east coast (in terms of shipping cost). It's also got the infrastructure to support massive volumes.

Over the last three years, shippers have been forced to divert shipments to the east coast, and the negotiations gave shippers a reason to keep doing so. The agreement, once ratified, doesn't necessarily mean every shipper will immediately return to pre-pandemic approaches, but it does open a wide range of possibilities. And a wide range of variables.

By vacating the west coast, many shippers would have lost access to the warehousing agreements that were previously in place. While some of those arrangements can be rekindled, there's no guarantee that a former space is still available today. In fact, it's more likely that shippers looking to come back to the west coast will have to make new accommodations.

For carriers, this means it's time to be ready for a tidal wave of RFPs.

There are three steps every carrier should be taking right now to be ready for the floodgates to open:

- **Get your rates in order-** The earlier point about shippers looking for new warehousing space is incredibly important when it comes to updating rate cards. The Inland Empire is generally thought of as a warehousing area. But there are over 75 zip codes covering dozens of cities in the Inland Empire. If you're a carrier quoting lanes by zip code, it's imperative to have all those zip codes and towns covered because shippers will be creative in finding storage solutions. At a time when there's extra capacity and lots of carriers looking to win business, being rapid and thorough in responses will be critical. This means it's time to get organized now.
- **Talk to your partners-** Brokers and 3PLs are going through the same process that shippers are right now, looking through variables to put together a plan that's both possible and practical. Be sure to stay top of mind with those partners, checking in to see where they're being most creative and where there might be opportunities to work collaboratively. As a carrier, you can help brokers win business by batching rates together for multiple clients (perhaps taking a slightly lower rate in exchange for securing backhaul for a second of the broker's customers). Now is the time to have those conversations.
- **Make sure your paperwork's up to date-** When shippers elect to move their imports and exports back to the west coast, it's going to be rapid. Carriers who haven't renewed their insurance or authority could be putting themselves at risk of losing business on a formality. And it isn't just the most common documents to consider. Is your business certified as a minority or female-owned business? Is it veteran owned and operated? Any and all paperwork that's important for running your business (and winning more business) should be up to date as soon as possible.

Yes, there are still some hurdles to overcome. Specifically, the agreement hasn't been ratified, which means everything may not be over quite yet. But the signs are looking good. And for carriers that are prepared, there will soon be tremendous opportunities.

Welcome!

Join us in welcoming our new sponsors & members below.

Mark Dodson
Bank of America
New Bronze Sponsor.

Kevin Christopher
ZeroMission, Inc.
New Affiliate Member

Erik Neandross
Gladstein, Neandross &
Associates
New Affiliate Member

Monique Valdez
FuelCell Energy
New Affiliate Member



Follow us on Social Media @harbortruckers



The Voice is designed and edited by:

Karla Sanchez-Jimenez
Director of Programs & Communications
karla@harbortruckers.org

Not a member or sponsor? Find out how you can become one by going here: <https://harbortruckers.com/join-the-hta>
Have any questions regarding your membership, or want to upgrade? Contact Melissa Summers at melissa@harbortruckers.org

