

MERCER

TRANSPORTATION CO.

» 100% OWNER OPERATOR FOR 35 YEARS



» LEASE ON TODAY AND YOU COULD RECEIVE A SIGN-ON BONUS OF UP TO \$2,500!

Call us **TODAY!**

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THE AT-A-GLANCE GUIDE to MERCER TRANSPORTATION



1. WHO ARE WE?



2,100+ Owner Operators



90 Agent Field Offices

250
Employees



Corporate Headquarters
Louisville, KY



100%
OWNER
OPERATOR

2. WHAT DO WE OFFER?



NON-FORCED DISPATCH



FIRST IN/ FIRST CHOICE



OPEN DOOR POLICY



PROMPT SETTLEMENT
AFTER EVERY LOAD



VALUABLE SAFETY, REVENUE,
& YEARS OF SERVICE CREDITS



PERSONAL COORDINATOR TO HELP
WITH PLANNING AND OTHER NEEDS



FUEL TAX FILED AND PAID BY
MERCER

3. WHO CAN LEASE ON?



OWNER OPERATORS



O/O TEAMS



SMALL FLEETS

DO YOU QUALIFY?

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A Letter From the CEO



Thirty five years ago I started working part time for a newly started trucking company, Mercer Transportation. As a freshman in college, I would work each afternoon after classes mostly reading a map.

That was the good part as I also had to empty trash cans, shovel snow and plunge toilets as needed.

It started out as just a job to help pay bills and get me through school, but very quickly I learned to enjoy this business and became friends with 12 other coworkers and for the first time in my life I was experiencing family outside of my blood family.

The owners, Jim Stone and Bill Howard, were hands on workers with a determination to succeed like no one I had ever experienced before. But more than that, they were about being honest, treating people with integrity and doing the next right thing.

Out of this mind set came two principles that have remained at our core thinking to this day.

First core principle "we will be the safest trucking company on the road". We understand that our first priority and obligation is safety of the motoring public. We all have family and friends on the roads of this great country and we will not tolerate anyone putting them at risk. Year in and year out, we do have one of the safest fleets on the road. We are blessed to have some of the safest, most courteous and professional drivers in the industry. We have signs around the office that say "move one more load safely". We want to move one more load, but only if it can be done safely.

Second core principle, "we will be the fastest paying trucking company in the industry". And that we are. From our inception in 1977, we have paid same day or next day after receiving all necessary paperwork. With today's technology you can be paid within a few hours of delivery and with no fees. You work hard for your money and you deserve every bit of it and you deserve it fast. That's why we work with a sense of urgency in getting you paid.

We have a sense of urgency in other areas as well. When you have an issue, you want and need answers. Many things can and do go wrong in trucking. It is easy for you to feel like an island; all alone with no one who cares.

Sure most companies provide you with a coordinator. That coordinator may only be responsible for handling problems and may work with 100 to 200 drivers. You are probably left to your own to find loads or pay someone to do it for you.

We provide you with a coordinator that will only have 30 to 45 drivers. His priority is to help you be safe and successful and we understand that success is different for everyone. Your coordinator will find you loads. Many times a hard running driver may be precommitted to several loads at a time. Some drivers simply want to be home more often. You tell us what you need so we can better help you.

At Mercer, your coordinator is your lifeline to the company and he is measured by your success.

We have a contractor relations department that will be contacting you on a regular basis just to see how things are going. We don't wait for you to contact us as we know too often drivers are afraid to make waves. We want to fix things but we can only fix what we know about.

You can stay informed on company and industry issues by reading our blog. With a laptop or smart phone, you can also see available loads. We will buy your lunch when you are in Louisville just so we can spend time with you. This helps us get to know each other better.

We want everyone to have an equal opportunity to make a good living at Mercer. We have operated with a First In First Out dispatch system since day one.

Turnover is a sure way of measuring how well we are meeting driver needs and does the driver believe he or she is a valued member of the family. In an industry where turnover routinely runs between 75% to 125%, our turnover rate is routinely 25% to 30%. Although we always strive to improve, we believe this says a lot about our commitment to our drivers.

Jim and Bill had tremendous respect for the men and women that chose to drive a truck for a living and they passed that on to each of us. We understand the many sacrifices you make each and every day to keep this country moving. We want to thank you for your professionalism, commitment and friendship. ■

Dale Corum
Manager of Operations



THE MERCER SUCCESS STORY

How two men of humble beginnings built one of the largest and most respected trucking companies in North America

By Joel Franklin

In early 1977, Jim Stone and Bill Howard formed a business partnership, flew to Ft. Worth, TX and purchased a small piece of operating authority from T.E. Mercer. Shortly afterwards, the two then started operations in Louisville where they laid out the guiding principles of how they would build their business. They referred to their principles as the 'Mercer Constitution'. At the very center of their business plan was the 'trucker and the customer'. As they developed their business structure, everything had to revolve around 'best business practices

for the trucker and best service practices for the customer'. Thirty-Five years later Mercer has become one of the largest and most respected flatbed and specialized carriers in North America and the 'Mercer Constitution' is still the driving force in our daily activities and business decisions.

Jim Stone was a pilot by trade and a salesman by heart. He led the sales effort to find the best customers with the best loads that could make owner-operators money. Bill Howard was a CPA by trade with a keen sense of

how to motivate people to be their best. He led the operational team to ensure truckers were always paid quickly and treated with the utmost respect. Prior to their partnership they both worked with, or for, Ligon Trucking in Madisonville, KY where they learned about trucking, dreamed about running their own business and sketched out the framework of how to treat owner-operators. They leased their first owner-operator under Mercer Transportation in the Spring of 1977.

Thirty-Five years



Mercer founders, Bill Howard and Jim Stone



A Mercer truck in the 80's.



1987: Owner operators at Mercer HQ in Louisville.

later Mercer Transportation is still located at the same location, 1128 West Main Street, in the heart of Louisville, KY. The Mercer campus, known locally as MercerTown, now extends into 5 city blocks and includes 8 buildings and 14 acres. The Louisville operation is home to over 250 employees and the base of operations for over 2100 of the best 'owner-operators' in America. The Mercer system includes 85 exclusive Agent Offices giving us a local presence in every major US market and 2 Offices in Canada. Incredibly, our Agent network still includes 4 of the original Agents from 1977-1978 time frame.

In the beginning, Jim and Bill realized they had to design a business model that helped owner-operators be successful. They were convinced that 'quality service and safe operations' will be the greatest when driven by a fleet of independent

contractors with a vested interest in safety and success. They also realized that sales agents operating locally in every major market would best deliver detailed and personalized service, allowing maximum customer satisfaction. Unlike most of our competitors, our entire corporate office exists merely to serve as a

"In the beginning, Jim and Bill realized they had to design a business model that helped owner operators be successful."

a support system for our contractors, customers and agents. The 'Mercer Constitution', in just a few pages, laid the groundwork to guide Mercer to have the best safety record in the industry, have the fastest truck pay in the industry and to handle customer and trucker problems immediately.



The Constitution and the principles spelled out by Stone and Howard have worked well for over 3 decades and still drive Mercer's decisions today. In 2012 'Transport Topics' listed Mercer as the 3rd Largest Flatbed and Heavy Specialized Carrier in North America. Because of the quality of the owner-operators leased to Mercer, we have the lowest accident ratio of any major carrier. We have won quality and safety awards from several entities including the Department of Defense, and the American Trucking Association, as well as companies such as CEVA, UPS,

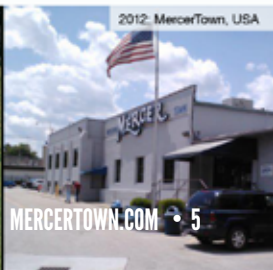
A large percentage of Mercer's freight belongs to the US military.



2009 World Trade Center steel convoy



2012 MercerTown, USA



MORE THAN JUST TRUCKING

Firestone, Certainteed, LaBarge, Shell and many others. But, perhaps most importantly, we've won the respect and admiration from thousands of small business owner-operators that have leased to us over the years. Success can be measured in many ways but our most important measuring stick is to see independent contractors come to Mercer and be successful business men and women after they have struggled for years with other carriers.

Today, Mercer continues to lease on 'quality' owner-operators with a goal of helping them be successful. In the past year, we were tendered over 500,000 loads ranging from military equipment, to machinery, to iron and steel, forklifts, lumber and jet engines. We moved loads to and from Canada and Mexico, and we cover the U.S. from Alaska to Florida, from the East Coast to the West Coast to the Gulf Coast and all points in between. And, we continue to do it with the most 'elite' group of owner-operators in the industry. Owner-operators recognize that Mercer is the place to lease to be successful. ■

Joel Franklin is a General Manager at Mercer Transportation.



Mercer Cofounder, Bill Howard

Bill Howard passed away in 2008. He was an interesting character to say the least. In his early adult years he lived on the west side of Louisville in the Portland area, an area where it was tough to get ahead. At one point in his life he slept under newspapers

and cardboard to keep warm. But his tenacity and his faith gave him the strength to push ever forward. He pushed himself and others to be their best and then to give back. From his humble beginnings, as his income allowed, he also gave back to the outreach programs on the West side of Louisville. Years later he would donate tens of thousands of dollars to help build a chapel on the backside of Churchill Downs for the laborers that worked behind the scenes with the horses. Bill never asked for any recognition or thanks, he just gave from the heart. In 2010, two years after his death, Churchill Downs awarded the Howard family the prestigious 'White Horse' award for Bill's generosity and gifts for the backside chapel.

When you're visiting Mercer-Town, be sure to visit the Bill Howard Memorial Park (12th and Main Street, Louisville, KY). Within the park is a memorial to the victims of 9-11, and a piece of steel from the World Trade Center. Mercer was awarded the steel as thanks for the efforts of 25 owner-operators who transported 9-11 steel to be distributed to cities and museums around the world. The contractors transported the steel 'free of charge' in honor of the victims of 9-11. Mercer is the only 'for profit' organization in the country to be awarded a piece of the 9-11 steel.



9-11 steel on display at Bill Howard Memorial Park.



Mercer is a proud corporate sponsor of the Wounded Warrior Project, a program that helps support our veterans and wounded heroes.

THINK SMALL!

Kaizen - The process or philosophy of continuous improvement.

One of the mistakes I see many business owners make, is that they know they need to improve things, but they are waiting for the chance to change something big. I know, I've been there. I know I need to fix or improve something in my business, but it seems like such a big task that I always put it off. The task ends up on that island that we all know so well. You know the one, "Someday Isle" Someday, I'll start doing my bookkeeping every month, someday I'll track and improve my fuel mileage, someday I'll start eating better and getting some exercise, etc, etc. We mean well, and we have good intentions, there just doesn't seem to be time to make big changes. It's true, big changes are difficult to make and even harder to sustain. The trick is to make small changes, just a little at a time. Do you realize that slowing down just one mile per hour can put a million dollars in your retirement account? Here's the math, if you slow down just one mile per hour for the next 2 weeks, you'll save over \$1,000 in fuel in the next 12 months. Two weeks from now slow down one more mile per hour for another 2 weeks. That's another \$1,000 saved. I think you get the idea, you don't have to rush this process. If you are 35 years old and you put your savings in a retirement account growing at 10% annually you would need to save just \$442 per month., That means



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that you need to slow down just 5 mph to create a million dollar retirement plan. The trick is to do it slow, just a small change every 2 weeks.

There are dozens of ways you can implement the concept of Kaizen into your business and your life. Just keep thinking small!

For more ideas and concepts to help you grow your business and improve your life, tune into our show on SiriusXM Channel 106. Trucking Business and Beyond is aired 9 times every week. Every night at Midnight ET and also every Saturday and Sunday afternoon at 4:00pm ET.

Our Company provides online accounting software for owner operators, as well as books, audio cd's, DVD's and training events. Our CMC (Certified Master Contractor) seminar is a 5 day program held every year in Kansas City MO. It's an intensive business training program designed to help you take your business to the next level. ■

You can also find more of our content and articles on our website www.mygauges.com or join our community at www.letstruck.com. You can also follow us on Facebook, www.facebook.com/letstruck.

Finally, you can call for more information on our products and events 855-800-FUEL (3835)

MERCER TRANSPORTATION COMPANY
JAMES & SHEILA PINGELTON



OWNER OPERATOR TEAM
LEASED TO MERCER FOR 25 YEARS

“After 24 years of working as a team at Mercer, we’ve made a wonderful living together. We have a lot of faith in our company, because they’ve always been fair. They listen to our concerns and are always willing to help.”

- SHEILA PINGELTON

Mercer: As an owner operator team that has been in the business for over 25 years, what keeps you at Mercer, after all this time?

Jim: Well, if it's not broken, don't fix it. Through all the years, Mercer has always paid what they said they were going to pay and there has never been an issue concerning our revenue. The rates are comparable to the other owner operator companies. They're good to us, and it's like a family.

Mercer: 25 years is a long time to be leased to one company. have you made many friends here along the way?

Sheila: Oh yes! Good friends!

Jim: That's just part of the Mercer family appeal - to be able to feel camaraderie with other owner operators here.

Mercer: What is a typical work day like for you?

Sheila: Our typical day is very busy. We haul a lot of government freight.

Jim: For example, we just hauled a load to Wisconsin, unloaded and loaded again in Douglas, Arizona. We did a little sight seeing along the way to Ft. Bliss, unloaded and loaded again, and headed to Beaumont, Texas. We were offered another load to Ft. Hood, unloaded there, and went home. By then, it was time for a break.

Mercer: What advice can you give to owner operators just starting their career?

Jim: You have to embrace the advancement procedures as you go along, because it makes our job easier. I can remember back when we used pagers. It would go off, and

you'd have to park, find a phone, and call the number just to see what the deal was. Nowadays, you can do everything from the cab. It's continually changing and getting better, but you have to stay on top of advancements to succeed.

Mercer: Speaking of advancements, you've invented a cargo securement component that is proving to be helpful to drivers pulling flatbed trailers. Tell us about the CS Anchor.

Jim: When it came to safety issues concerning CSA 2010, there were concerns about tying to the rub rail. One time late at night I got to thinking, and came up with the Cargo Strap Anchor. I made a prototype out of pasteboard, then molded one out of metal. We tested it out on the truck, and it worked out really well. The anchor safely secures our loads without tying to the rub rails, and it is CSA compliant. *(The CS Anchor, now sold online and in the Mercer company store, is built from 1/4" steel and pull-tested to 5,400 lbs.)* ■



Jim Pingelton's Cargo Strap Anchors are available for purchase at csanchor.com.

Scan to learn
more about the
Pingelton's story!



MERCER TRANSPORTATION COMPANY
GRAHAM BALCOM

**I would never leave Mercer.
If they fired me, they'd have
to run me off with a stick.**

Mercer: Graham, what do you do here at Mercer?

Graham: I've been an owner operator here for 16 years. I pull a stepdeck now, but I pulled a flatbed here for years. I've pulled an RGN too, and of all the different trailers, I like hauling step deck freight the best.

Mercer: Why is stepdeck freight your favorite?

Graham: It's not boring. I haul interesting freight going to interesting places. I see a little bit of everything. My next load scheduled is aircraft parts.

Mercer: As far as freight goes, how has the past year been for you?

Graham: I'm paying my bills, meeting my obligations, and I'm comfortable with the amount of work I do. After all these years, I don't need to work every day. My coordinator

doesn't get upset when I tell him I'm taking some days off.

Mercer: You're such a familiar face around MercerTown. We can always count on seeing you at truck shows, cookouts, and driver appreciation events. You're also very active in Mercer's charity drives and Breast Cancer fundraisers. Do you make a conscious effort to make time for these things?

Graham: I count truck shows as my vacation. It's a great time to spend with friends and catch up. I count the people I deal with at Mercer as family. After 16 years, I wouldn't dream of going anywhere else. ■

What is it *really* like at Mercer? Scan to see what Graham Balcom has to say. —>





MEET THE
DRIVERS

MERCER TRANSPORTATION COMPANY
DAVID CAMPBELL



Mercer: David, what brought you to Mercer three years ago?

David: I came to Mercer in 2009, and the economy was going down. At that time, guys were going out of business, shippers quit shipping freight. I saw that Mercer had a lot of freight, a lot of stability, and a lot of good customers. It was a little slow at first. It was that way for everybody. I've enjoyed my time here and it is working out great. I plan to stay here at Mercer.

Mercer: How is day-to-day life as an owner operator hauling over dimensional freight for Mercer?

David: Since I haul mostly OD, I have to watch my curfew and plan out my stops. I use a stop watch to help me plan where I'll stop. I go through Atlanta a lot, so I have to carefully plan that out and be mindful of sunset. I like the challenge of it. Since I just had a baby, I stay more East, close to home.

Mercer: Can you explain

Q & A

MEET THE DRIVERS



how OD permits work at Mercer?

David: I call Mercer and they take care of it - all the routing and stuff like that. They'll fax it to a truck stop, I stop by and pick it up, and that's done. Pretty easy.

Mercer: What advice would you give to a new guy at Mercer?

David: If you want to be successful at Mercer, or any place, you need to be aware of CSA 2010 and compliance issues. Keep your truck ready for inspections

as best you can, and keep your log book up. These violations can be very serious, and if you want to have a long career in trucking, you need to be ahead of the changes. "Move one more load safely." (Mercer's motto) Mercer gives us a platform to succeed, but you get out of Mercer what you put into it.

Scan to see a
video interview
with David.





MERCER RECOGNIZES THE OWNER OPERATORS WHO HAVE SURPASSED ONE MILLION MILES.

STEPHEN ALDERSON
BRUCE BALDWIN
GRAHAM BALCOM
THURMAN BEARD
LARRY BECK
DEBORAH BERKEL
GENE BERKEN*
HUBERT BERRY
LOUIS BERRY
TOM BERKEL
PAUL BICKWERMERT
ARTHUR BLEVINS*
KENNETH BOATMAN
HARRY BOWSER
LEROY BOWERS
CLAUDE BOYD
DAVID BRANDT
MARION BRASIER
STEVE BROOKS
MARTHA BROOKS
RICKY GENE BROWN
WILLIAM BROWN
BILLY BUCHANAN
STEVEN CAYTON
DON RANDALL CERNEY*
HERBERT CHAPMAN
LARRY CHAFFIN
FREDERICK CHUBB
J. TRAYNOR CLAY
JEFFREY COFFEY
GERALD COGGIN
MINSO COLLINS

GORDON COWGER*
CHARLES CRABTREE*
DEWEY CRISWELL
DENISE CRISWELL*
DONALD CROCKER
RAY DAUGHERTY
EDWARD DEMICK
DAVID DOBBINS
WALTER DOTSON
DOUGLAS DOUGHMAN
JAMES DWYER
JIMMY EALY
DARCY JAY ELY
DONALD EMERSON
DOUGLAS ENGELAU
MICHAEL ENGLEMAN
MORRIS EPLIN
CHARLES FEREBEE
TERRY FIELD
KENNETH FREEMAN
JAMES FUGETT
JERRY GEORGE
DAVID GIBSON
LEO GIBBONS*
CRAIG GRAVES
TERRY GROSS
WILLIAM GUMM
DONALD HALL
MONTIE HALE*
LARRY HAMMOND
DEBBIE HARNED
MIKE HARNED

ROBERT HARROWER
THOMAS HARRIS
MICHAEL HAYES
TERRY HAYES
GERALD HELT
EDWARD HILTY
STEPHEN HILLE*
JOHN HOBBS
ROBERT HOLGATE
WILLIAM HOUBLER
FRANK HUGHEY
DONALD HUNTER
PHILLIP INMAN
MARTIN IVY
GARY JACKSON
LEON JAKUBOWSKI
DARRELL JAMES
JOHN JEFFERS
ERNEST JEROR
CHARLES JOHNSON
MARK JOHNSON
MILES JOHNSON
JAMES JONES
HENRY KAMINSKI
GREGORY KEARNEY
WALLACE KEELS
LARRY KELLEY
JACK KOONS
BUD KOONS
CATHY KOPPENHAVER
PAUL KOPPENHAVER
ROBERT KRUCK

ED LAKE
ALBERT LANGREDER
JOHN LARDNER
KENNETH LEWIS
DONALD LINEBACK
HAROLD LLOYD
ROBERT LOGSDON*
MARTIN LONSBERY
RALPH MAHER
FRED MARSH
ALLEN MASZK
HERMAN McGEE
MICHAEL MCHENRY
L.DARYL MCKINZIE
LEWIS MCLAUREN*
GARY MCLEMORE
TOMMIE MCPIKE
DONALD MICHELSON
RODNEY MILLER
CLIFFORD MONDAY
MARTHA MONDAY
WALTER MOORE
DAVID MORGAN
DENNIS MULLINS
JAY MULL*
VICTORIA MULL
PAUL MURRAY
THOMAS MURRAY
LEE NEACE
JAMES NEHER
DAVID NELSON*
LONNIE NORDHAGEN
KENNETH OSBORNE
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TERRY PLUE
JOHN POPE
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MIKE ROMAN
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LEWIS RYLAND
GARY SANOW
BILLY SCALF*
JOSEPH SCHONBACHLER
BOB SCOTT

JEFFREY SEABOLT
THOMAS SEAL*
LEONARD SHAW
RICHARD SHAFFER*
MARK SHEARER
JERRY SHULTZ
LAWRENCE SIGWALD
VERNON SIMPSON*
WILLIAM SIMS*
WAYNE SIMPSON
MARVIN SLUDER
MICHAEL SMITH
DAVID SNYDER
JOHN SNYDER*
MICHAEL SPARKS
JAMES STABLER
JAMES STERNBERG
REX STEIN
ROBERT STEELE
KYLE STUMP
JOHN SWEARINGEN
JEFFERY SWIFT
NORMAN SYMONDS
JIMMY TAYLOR
MICHAEL TAYLOR
KIRK THURSTON
JOHN TROLINGER
EDDIE TRUITT
DAVID TUTTON*
JAMES UNDERWOOD
GEORGE WALSTON
JAY WAMPLER
CHARLES WARREN*
JOHNNIE WATSON
JOHNNIE WHITE
TED WHITE
CHARLES WILLIAMS
MARCUS WILSON
PAUL WILLIAMS
RICHARD WILHELM
RODNEY WILSKE
WESLEY WILSON
RICK WINTERS
MURLIN WOOLUM*
DOUGLAS WORLEY
HARRY WRIGHT
CALVIN YODER*

* DENOTES OWNER
OPERATORS WHO HAVE
SURPASSED TWO MILLION
MILES.

Safely!

MOVE ONE MORE LOAD

GET CONNECTED @MERCER



HERE'S A TIP:

Download a free tag app for your smart phone. To find special bonus content, Use the app to scan QR codes located throughout this book.



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mercetransport.com](https://youtube.com/user/mercetransport.com)



THEY SAID IT ON FACEBOOK!

At Mercer, we're lucky to have so many faithful men and women carrying our loads and keeping our fleet strong. On facebook, we asked, "What keeps YOU at Mercer?"

I love the way I am treated. I also feel as if we have top shelf agents who care about their owner operators and work to get us the best rates in the country.

*Bernie Hall
Waterford, WI*

Mercer treats their O/Os with respect! No stress from the office means no stress on the road. Thanks, Mercer!

*Bonnie Frisbie
Shipshewana, IN*

My coordinator, Alice. She is honest and straight forward, as well as most of the Mercer agents. It is a team, and I'm glad to be a part of it.

*Dave Williams
Leesburg, OH*

Freedom!

*Adrian C. Emerson
Trinity, North Carolina*