

We Are The Z-Team!

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WHO COULDN'T USE SOME EXTRA MONEY?

Do you want to earn extra money? How would \$4500 help out over a year's time? It's possible — and it is simple and easy! You can earn it through the ZTL Referral Bonus Program. Here is how it works: you talk to another qualified CDL driver who does not work for Zimmerman's and persuade them to come to drive for ZTL. You will receive \$1000 for the referral! If you persuade another driver to come to ZTL, you get \$1500 for the second referral. And for every qualified driver after that you can get \$2000! This rising scale is based on a rolling 365 days, which starts from the date you receive the first referral bonus.

There are now 17 employees who have participated in the Referral Bonus Program in the past 12 months. One of them is veteran driver **Scott Landis**. He said, "It's easier than you might think. It's really just telling others about your work experience at Zimmerman's. If you're honest and sincere, they'll listen. There are some drivers who complain on the CB and in person about problems they have with their work. That's where the opportunity is." Plus there is a generous sign-on bonus!

Here are the "Ts and Cs" (Terms and Conditions): This opportunity is open to all Zimmerman full-time and part-time employees (drivers, shop, and office). To get the bonus, the new driver must put on his application that s/he was referred by you OR the new driver must hand in one of the referral cards given to them by you. That driver must stay for 6 months at ZTL and have a clean driving record during that time. If you are also working at ZTL on their six month anniversary, that is when you will receive your referral bonus. The base referral bonus is \$1000. Higher amounts depend on how many referrals you have in a rolling 365 day period.

For example: you are out on the road and start talking to Charlie. Charlie decides to come to Zimmerman's and he starts in January. Six months later with his clean driving record and both of you still working at ZTL, you receive your \$1000. (That means June is when you get the first bonus so your "rolling year" is through the following June). During those 6 months you talk to Sid and later to Mike. Sid works for 6 months and you get \$1500. Mike also works for 6 months, you get \$2000. If you keep referring, the bonus is based on how many successful candidates you've referred during the past 365 days. These aren't pie-in-the-sky numbers, but real dollars that are flowing into the pockets of your fellow employees today.

It's easy to begin—just start talking to people! For more information and to get referral cards to pass along to prospects, talk to Gina in person or at extension 246.

In Your Truck

Do you have these items in your truck right now?

You should and must!

Registration Card

White paper (not yellow) with the words "IRP CAB CARD" at the top

Insurance Card

Valid from 01/01/2015 through 01/01/2016

US DOT HAZMAT

Expires 06/30/2016

California HAZMAT

Expires 06/30/2015

Ohio HAZMAT

Expires 10/01/2015

IFTA Paper

Must match decal on your truck

NEW RADIO CAMPAIGN TAKES TO THE AIRWAVES

A new radio image-building campaign to attract quality drivers to ZTL began Tuesday March 17. Developed in-house in conjunction with WMRF, Lewistown, these 30 and 60 second ads stress the reasons why so many drivers choose to work at Zimmerman Truck Lines. Voiced by Mark Zimmerman, he personally explains the many benefits of working for Zimmerman's.

The campaign extends the new *We Are The Z-Team!* slogan which was introduced in January of this year. A new toll-free vanity number was acquired for the campaign, 844-THE-ZTEAM, and is featured in the ads. (*This number should only be used by new job applicants!*)

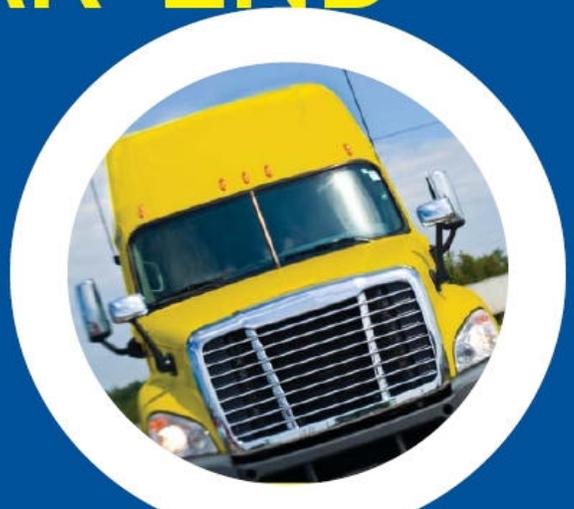
In the beginning, the coverage area of the campaign will be small with broadcasts on five area stations including WMRF (Lewistown), WLAK (Huntingdon), WIEZ-AM (Lewistown), WLZS (Beaver Springs), and WJUN (Mexico). If the campaign is successful, it could be expanded into other areas in Central PA.

SMARTWAY IS THE ONLY WAY!

SMARTWAY is a Federal EPA program that helps freight transportation companies reduce emissions that affect climate change. Zimmerman Truck Lines joined the program in 2010 to meet both CARB (California Air Resources Board) and SmartWay compliant regulations. Mark Zimmerman said, "All of our qualifying equipment currently meets the required standards of enhanced aerodynamics on both tractors and trailers, low rolling resistance tires, and engine choices that reduce diesel particulate matter." He added, "A large majority of our customers require us to participate in the SmartWay program as part of their own corporate environmental programs. Our participation is good for the environment and good for business."

PREVENT REAR-END CRASHES

- Maintain at least a six second following distance
- Be prepared to stop at all times
- Increase following distance in adverse conditions
- Avoid tailgating
- Scan the road ahead for upcoming hazards
- Slow down in construction zones
- Avoid distractions from inside the cab
- Get off the power and get on the brakes



RECOGNIZE THIS? NEW ZTL PHOTO FEATURE



The photo on the left was snapped hurriedly by our IT Manager, **Stan Scanlon**, on a flight from State College to Philadelphia on January 31, 2015. "I just looked out the window and thought, *that looks like Mifflintown!* I turned on my phone, put it in airplane mode, and just barely got this photo." On the right is an enlargement of the area in the black box. The highways are very clear, as is the tree line behind the plowed Zimmerman lot. "I checked later and found that the flight was cruising at 13,000 feet at this point," Stan added.

[Editor's note: Do you have an unusual photo that features anything about ZTL? It can be trucks, trailers, T-Shirts or anything that displays the ZTL brand or Zimmerman Truck Lines name in a unique location away from Mifflintown. Whether it's in front of the Grand Canyon, Grand Central, the Grand Canal or anywhere else, we want to share it in this space. Please send your photos to newsletter@ztline.com.]

Managing Your Speed

Simply slow down.

Speeding can be costly to both you and the company.

Driving 10 MPH over the limit can increase costs 70% or more.

The faster you go, the less time you have to react.

Slow down at least 5 MPH when entering a curve.

You really won't get there that much sooner—the increased risk is not worth it!

A FRESH NEW SURVEY & MORE

The new suggestion boxes in the drivers' rooms aren't exactly overflowing, but they have garnered a few ideas. See the article on the next page for more details. In the meantime...

This month we want to know about your preferences in your "home away from home," that is, **your truck**. As you know, new trucks are rotated in as old ones are sold out of the fleet on a regular basis. **What features or "creature comforts" should be considered when updating the fleet in 2015?** Put your thoughts in one of the suggestion boxes, text a message to 267-225-5782, or e-mail your ideas to newsletter@ztline.com.

We are listening, so let your voice be heard!

THE SUGGESTION BOX WORKS!

ZTL values your opinions. Getting feedback allows the company to work directly with everyone. All suggestions are taken seriously! For example, we asked in a survey question what could be done this summer as a company function. From the ideas put into the suggestion boxes, we chose a summer picnic at Delgrosso's Amusement Park. Another suggestion was to replace the brushes in the wash bay. This month, Niagara National Corporation came in and assessed what needs to be upgraded or replaced in the wash bay. Their proposal is expected soon with upgrades hopefully starting next quarter. (Side note: the wash bay will be going back to the original soap blend that many were disappointed to see discontinued.) By telling us what's important to you, these items are getting the attention they need. All suggestions are considered, so write them down and put them in the box!

APRIL BIRTHDAYS ...

Kerry Hummel—April 2
 Barbara Post—April 3
 Mike Shope—April 11
 Brian Griffiths—April 13
 Kody Moist—April 22
 Frank Fike—April 22
 Toby O'Donald—April 23
 Curt Beatty—April 24
 Mark Rudebeck—April 24
 David Ritter—April 25
 Danny Hackenburg—April 26

... AND ANNIVERSARIES

Joe English—21 years
 Dave Wetzler—21 years
 Bob Rush—19 years
 Curt Beatty—18 years
 Terry Neely—5 years
 "Mac" Stailey—3 years

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NEWS BRIEFS

New pay sheets are starting to be used. Half the size of the old ones, a lot of the previously required information has been made obsolete by improved technology! Also, smaller forms cost less to produce.

The rider program is now in effect through the summer months. See Geoff or Samantha for more information.

Dates to Remember

Spring Safety Meetings — April 11th and April 18th
 10th Annual Kids Fun Fest — Saturday June 6th
 Company Picnic, Del Grosso Park — Sat Aug 15th
 Employee Appreciation Week — August 24th to 28th

Chris Eastly, a Risk Control Consultant from the HDH Group, will be the guest speaker at the next Safety Meeting. Everyone should plan to be there!

Together we can make it better!

QUOTES FOR THE MONTH
(FROM FORTUNE COOKIES!)

"The axe soon forgets, but the tree always remembers."

"Success is a planned event."

ZIMMERMAN TRUCK LINES, INC.