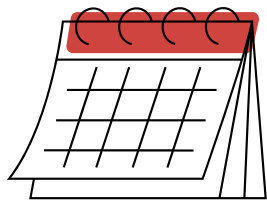


ADMIRAL MERCHANTS NEWSLETTER

APRIL 25, 2025 | VOLUME 13



Mark Your Calendars



IMPORTANT DATES:

- September 14-20 – National Truck Driver Appreciation Week
- October 25 – Driver BBQ in London, Ohio

CURRENT TRUCK COUNT: 419

Download the Fuel App to
see current Fuel Discounts:
Code 8500



Please leave a positive
review on Google!



Make sure to “Like”
us on Facebook

Admiral Merchants Motor
Freight, Inc
215 South 11th Street
Minneapolis, MN 55403

February Top Contractors

Please note monthly totals are cumulative, not computed individually each month.

Top 10 Teams

1. Tracy & Danny Hawkins
2. Martha & Tracey Avery
3. Malissa & Mario Salas
4. Cheryl & Timothy Schull
5. Dawn & Glenn Creason
6. Nola & Sherwood Brown
7. Daniel Sheppard & Jacob Williams
8. Cindy Jones & Deusibon Dielce
9. Gayle & Harold Weatherly
10. Carol & Jack Stevens

Top 10 Individual

1. James Murphy
2. Tejinder Gill
3. Jennifer Cowan
4. Ronald Kent
5. Richard Robinett
6. Michael Potter
7. Michael Hendrix
8. Patrick Mashburn
9. Cody Kent
10. Jeffrey Gregg

February Top 10 Agents

Please note monthly totals are cumulative, not computed individually each month.

1. LDM Enterprises, Agent 2048
2. Allan Brown, Agent 4007
3. Gary Fellure, Agent 3017
4. T&M Transportation, Agent 2248
5. Wild Rover Freight, LLC, Agent 3452
6. Dustin D Cole, Agent 4189
7. Monds Trucking, Agent 4138
8. Robert M MacKay Co, Agent 3168
9. TEC Logistics, Agent 2198
10. A Dispatch Service, Agent 2609

March Top Contractors

Please note monthly totals are cumulative, not computed individually each month.

Top 10 Teams

1. Tracy & Danny Hawkins
2. Malissa & Mario Salas
3. Martha & Tracey Avery
4. Cindy Jones & Deusibon Dielce
5. Dawn & Glenn Creason
6. Cheryl & Timothy Shull
7. Nola & Sherwood Brown
8. Daniel Sheppard & Jacob Williams
9. Amber & Josh Mckinney
10. Lorna & Kevin Waldrip

Top 10 Individual

1. James Murphy
2. Tejinder Gill
3. Michael Potter
4. Ronald Kent
5. Jennifer Cowan
6. Richard Robinett
7. Patrick Mashburn
8. Christopher Warner
9. Adam Cincinat
10. Dean Murphy

March Top 10 Agents

Please note monthly totals are cumulative, not computed individually each month.

1. LDM Enterprises, Agent 2048
2. Allan Brown, Agent 4007
3. T&M Transportation, Agent 2248
4. Gary Fellure, Agent 3017
5. Monds Trucking, Agent 4138
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8. Wild Rover Freight, LLC, Agent 3452
9. Robert M MacKay Co, Agent 3168
10. A Dispatch Service, Agent 2609

Contractor of the Month

February

Jeff Smith has been a valued member of the Admiral team since November 2010, consistently demonstrating hard work, professionalism, and a commitment to outstanding service. A reliable and dedicated driver, Jeff primarily works with Gary Fellure and is known for embodying Admiral's values with integrity and pride.

Off the road, Jeff is a devoted father, an avid hunter, and a skilled handyman. His strong work ethic and positive attitude inspire those around him, both in his work and personal life. We're proud to recognize Jeff for his contributions and look forward to his continued success.



Jeff Smith

March

Ben Ek's commitment, dependability, and relentless effort on the road have truly stood out. Known as Admiral's "Ironman driver," Ben impressively balances his career with an active lifestyle—running, swimming, and biking. It's even said that if you run into him at a truck stop, he'll have two bikes ready—one for him and one for you!

In addition to his fitness achievements, Ben is a talented musician who plays the guitar and harmonica simultaneously. His professionalism, dedication to safety, and positive attitude make a significant impact every day. We're proud to recognize Ben for all he brings to the Admiral team.



Ben Ek

In Memoriam

Dave Saunders



David Saunders, a dedicated contractor with Admiral since February 2001, passed away on April 12, 2025. Known for his unwavering commitment and exceptional work ethic, David was an integral part of the Admiral family. His colleagues remember him as a reliable and skilled professional who consistently went above and beyond in his duties. David's contributions over the years have left a lasting impact, and he will be deeply missed by all who had the pleasure of working with him.

Chad Keng



Chad Keng, a valued contractor with Admiral, passed away on April 7, 2025. He was respected for his professionalism and the positive relationships he built with colleagues and clients alike. Details regarding memorial arrangements will be shared once they are available.

Greg Stover

Agent Greg Stover passed away on March 4, 2025, at his home after a long battle with cancer. He was the youngest of five siblings and was known for his dedication and commitment to his work. At this time, no memorial services have been announced, as the family is awaiting the return of a member from overseas

*in
loving
memory*

Jen Plasek – Processing Specialist

We're excited to have Jen Plasek on board as our new Processing Specialist! Jen joined the team on March 17 and has been diving into the role, bringing her expertise in high-volume data entry, billing, financial reconciliation, and compliance. Her background in customer service and issue resolution has already proven valuable as she navigates the intricacies of McLeod and supports our operations. Jen reports to Jen Hanley-Tuttle, Processing Supervisor, and has been a great addition to the team. Please take a moment to welcome her to the Admiral family—we're thrilled to have her with us!

WELCOME

CVSA International Roadcheck Event Set for May 13–15

The Commercial Vehicle Safety Alliance (CVSA) has announced the dates for this year's International Roadcheck, which will take place from Tuesday, May 13, to Thursday, May 15. This year, the focus will be on Hours-of-Service and Tires.

During the driver inspection, inspectors will review various documents, including the driver's CDL, medical certificate, record of duty status, Drug and Alcohol Clearinghouse status, seat belt usage, and any signs of alcohol or drug impairment. If any driver out-of-service violations are detected, the inspector will place the driver out of service, preventing them from operating their vehicle.

Proper tire maintenance is crucial, as tire failure while on the road poses risks to all motorists. Additionally, it is far more costly and time-consuming for motor carriers to address an in-transit tire failure than to maintain tire health proactively. During International Roadcheck, inspectors will evaluate tire tread depth and inflation, while also checking for damage like air leaks, tread separation, cuts, bulges, sidewall damage, and improper repairs.

In the vehicle inspection phase, inspectors will ensure that the vehicle's brake systems, cargo securement, coupling devices, driveline/driveshaft components, driver's seat, fuel and exhaust systems, frames, lighting devices, steering mechanisms, suspensions, wheels, rims, hubs, and windshield wipers comply with relevant regulations.

For further details, visit:
<https://cvsa.org/news/2025-roadcheck/>

February & March CSA Scores

	Through 2/28/25	Through 3/28/25	Thresholds	BASICs STATUS
Unsafe Driving ¹	34%	31%	60%	
Hours-of-Service (HOS) Compliance	65%	66%	60%	Alert
Driver Fitness	<5 HM veh. Insp.	<5 HM veh. Insp.	75%	
Controlled Substances and Alcohol	0%	0%	75%	
Vehicle Maintenance	79%	78%	75%	Alert
Hazardous Materials (HM) Compliance	0%	0%	80%	
Crash Indicator ²	50%	56%	60%	
Insurance / Other	N/A	N/A	=	

Maintenance Escrows

A maintenance escrow through Admiral can be set up through our Settlements Department. This can help cover future truck repairs and ensure you're financially prepared for breakdowns or routine maintenance. A good rule of thumb - usually based on miles driven - is to set aside \$.10 - \$.15 per mile. You can call Settlements to set up your maintenance escrow today at 612-843-8263.

A Note from Operations...

Just a friendly reminder, If you are going to book **container freight** that routes via any **US Port**, please confirm the container line prior to booking and make sure to reach out to Kory in Operations (kward@ammf.com) to ensure we have proper insurance for each specific port and terminal. This can take time, so to avoid delays please make sure you are following this process!

Permit Updates:

- **If you are using a Pilot Car company**, please let us know as soon as possible, and make sure they are on the Preferred Pilot Car list. Also, when you are working with Pilot Car companies, please make sure to get all rates in writing via email or text message to ensure there are no unexpected costs/charges. The process to get approved is fairly simple. The pilot car company needs to provide:
 - Their insurance (\$1 Million auto liability and professional liability if running a high pole).
 - An Updated W9.
 - Sign our agreement and return.
- We have been seeing multiple instances of drivers using companies that may have been previously approved by Admiral but have fallen off the list for one reason or another (haven't sent in updated insurance, changed contact info, etc.). These companies will need to be reapproved and added to the list before they can be paid.

Agents – Need Help Finding a Truck?

We have had a great response lately covering loads in our Operations Department. If you have loads that you are struggling to cover, email Megan at merickson@ammf.com and she will communicate it with the fleet.

Please send an email in this format:

- Agent Name and Phone Number
- Type of Trailer Needed: Flat/Step/RGN?
- Commodity:
- Weight:
- Pick Up Location & Date:
- Delivery Location & Date:
- Rate:
- Additional Info: Tarps needed, ramps, etc.?



Above and Beyond

We're kicking off a new monthly tradition in our newsletter—recognizing the folks who go the extra mile. Whether it's great service, teamwork, or just someone doing something awesome, we want to highlight it.

Each month, we'll feature a story that represents going
Above & Beyond.

This month's feature:

👏 Kevin & Lorna Waldrip and Renee Morris Reid earned high praise from the U.S. military team at Fort Gregg-Adams for their outstanding coordination and professionalism during a critical freight movement. "I'm just doing my job sir to make sure I give the best service that I can.

Also, I like to say thanks to Admiral Merchants drivers Kevin/Lorna Waldrip and Renee Morris Reid that coordinated everything from pick-up and return of the QUADCON."

—Terrance Logan, Freight Specialist, U.S. Army

Thanks for showing us what exceptional service looks like!



Kevin and Lorna Waldrip



Renee Morris Reed

Want to recognize someone for next month?

Shoot your Freight Coordinator (Contractors) or Sales Manager (Agents) a message or reply to the email that sent this newsletter by the 15th of the month.

And if you suggest a kudos—make sure you actually send it in! 😊

Let's keep lifting each other up. ✨

MATS 2025

WOW! A heartfelt thank you to everyone who supported Admiral Merchants at this year's Mid-America Trucking Show. It was truly wonderful to see so many of you who attended and visited our booth in Louisville.

To all our contractors, agents, and team members—you went above and beyond to represent Admiral with pride and professionalism. Your support, energy, and commitment were on full display, and we couldn't be more grateful.

We genuinely have the best contractors and agents in the industry, and MATS was a great reminder of just how strong and united our community is.

See you again next year—March 26–28, 2026!



MATS 2025





Admiral Awards Banquet



This year's Awards Meeting, held April 11–13, 2025 at the Grand Hyatt in Nashville, was more than just a celebration—it was a testament to the strength, resilience, and unwavering commitment of our Admiral Merchants team. In a market that continues to challenge even the most seasoned professionals, your grit and determination stood tall.

In 2024, 77 trucks qualified—just shy of 2023's 83—highlighting the incredible dedication of our Drivers. For Agents, 22 earned qualification, matching last year's count. To qualify, Drivers must achieve at least \$200,000 in Line Haul with no accidents or violations, and Agents must reach \$1 million in Line Haul—no small feat.

The weekend kicked off Friday afternoon with our Agent & Driver Council meeting, where key representatives gathered to share insights and feedback. We missed the presence of Council members Chris & Anna LaRoche and Duane Mayer but appreciated strong representation from Harold Sparkman, Steve & Michelle Richardson, Ron Kent, and Dennis (Wayne) Smith.



Agent Driver Council

L to R: Michelle and Steve Richardson, Wayne Smith, CEO Brian Short, Ron Kent, & Harold Sparkman
Missing Council Members: Chris and Anna LaRoche and Duane Mayer



Admiral Awards Banquet



Friday evening featured our Agent Meet & Greet, giving Drivers a unique chance to connect with Agents at designated tables—a tradition we started last year that continues to be a favorite. The night wrapped with a laid-back BBQ reception and fellowship, setting the tone for the weekend.





Admiral Awards Banquet



Saturday morning began with an all-hands meeting led by CEO Brian Short, followed by an engaging panel featuring Doug Milroy (Sr. VP Ops and Sales), Megan Erickson (Director of Ops), Rikki Becker (Director of Contractor Services), and Bill Sullivan (Claims Manager), moderated by CFO Dave Rymanowski.



We then heard powerful reflections during our Driver Perspective speech by Brian Cisler and Agent Perspective by Gary Fellure—both emphasizing the importance of teamwork and unity across all roles at Admiral.

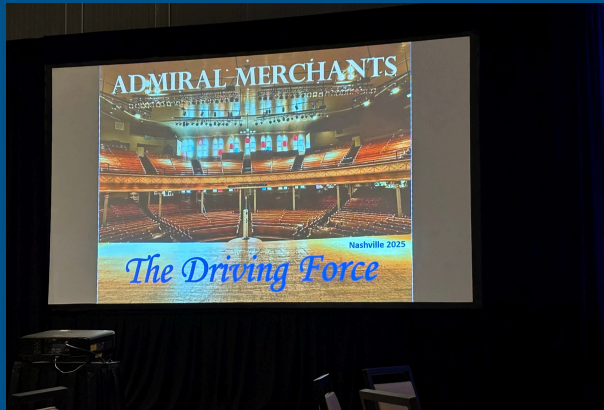




Admiral Awards Banquet



Both Brian and Gary's messages perfectly reflected this year's theme, "The Driving Force." They reminded us that every person—whether behind the wheel, behind the desk, or behind the scenes—plays a critical role in moving Admiral forward. Success doesn't come from one individual effort; it's the collective strength, perseverance, and spirit of our entire team that drives us toward our goals.

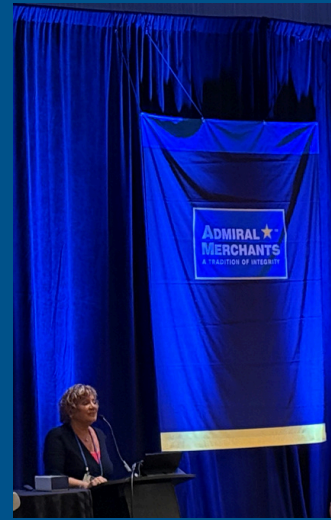




Admiral Awards Banquet



After a relaxing afternoon, the evening brought us together for the Awards Banquet. The night began with a prayer by Tammy Haase, followed by a celebratory dinner and our much-anticipated awards ceremony. While Driver of the Year Sterling Hall was unable to attend and dearly missed, we celebrated all our top performers and were inspired by a standout speech from our Employee of the Year, Kelsey Rossow. The evening closed with heartfelt remarks from Agent Gary Monds, thanking Brian for his leadership and the family atmosphere he's fostered.



Congratulations!





Admiral Awards Banquet



On Sunday morning, the Agent Council met once more. We extended our heartfelt thanks to Ron Kent for his dedicated service as he concluded his 3-year term on the council.



Thank you to everyone who joined us in Nashville for a weekend of recognition, reflection, and connection. We're proud of what we've accomplished—and we're just getting started.

Know the qualifications—make next year your year to join us!

See qualifications on the next page!

Awards Meeting Criteria

We want to see YOU at the Awards Banquet in 2026! Here's How to Qualify:

Terry Bramer Circle of Excellence and Tom Seitz Million Dollar Agent Criteria

We are announcing the Criteria for Terry Bramer Circle of Excellence and Tom Seitz Million Dollar Agents.

Terry Bramer Circle of Excellence Revenue Criteria: Single Driver

- Platinum Level \$335,000 Line Haul Revenue
- Gold Level \$250,000 Line Haul Revenue
- Silver Level \$200,000 Line Haul Revenue

Terry Bramer Circle of Excellence Revenue Criteria: Teams

- Platinum Level \$385,000 Line Haul Revenue
- Gold Level \$310,000 Line Haul Revenue
- Silver Level \$255,000 Line Haul Revenue

Terry Bramer Circle of Excellence will recognize those drivers attaining the line haul revenue criteria listed within a 12-month period (calendar year) while operating according to Admiral's safety standards and in compliance with federal and state laws and regulations and company policies.

This includes:

- No serious company policy violations.
- The cost of all preventable accidents combined must be below \$1,000 total.
- The cost of all cargo claims combined must be below \$1,000 total.
- No pending claims.
- No more than one out of service, no more than one moving violation, and be in good standing in all areas of safety and compliance.
- Satisfactory CSA scores.
- Not placed on a final warning for any reason during the calendar year.

Tom Seitz Million Dollar Agent Criteria

Platinum Level will be awarded to those agents producing \$5,000,000 or more.

Gold Level will be awarded to those agents producing \$2,000,000 – \$4,999,999.

Silver Level will be awarded to those agents producing \$1,000,000 – \$1,999,999

Drivers - 2 Steps to Make Sure you Get Paid!

We've heard your concerns and want to make sure the payment process is crystal clear. To ensure you're paid quickly and accurately, please follow this 2-step process:

✓ Step 1: Submit Your Paperwork

Use Transflo to send in your completed load paperwork as soon as you're empty.

✓ Step 2: Confirm Delivery

Once you're empty, call the Ops line at 612-843-8273 or email ops@ammf.com to confirm delivery. This confirmation is what officially delivers the load and triggers billing.

💡 What if I'm not paid?

If you haven't been paid within 6 business hours of completing these two steps, please call the office and speak to Operations or Billing/Settlements.

We appreciate all you do and want to keep things running smoothly. Don't hesitate to reach out if you have any questions.

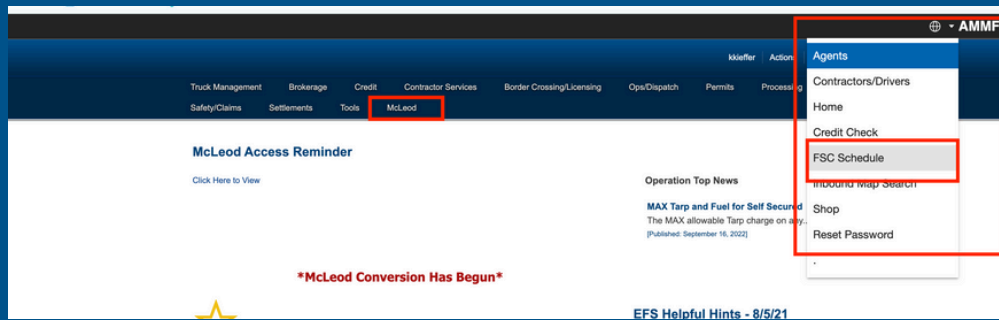
Is the old website still online?

Yes! Continue to use it for resources!

The Web Based Load Board is on the website.

Fuel Surcharge:

You can still find the FSC schedule updated here.



McLeod Resources and Training:

We've included an entirely new section called "McLeod" (circled above) for you to use as a resource with training files and updates.



CONTACTS

SALES

Tim Burke (West & W. Canada): 612-843-8201

Karen Kieffer (Central & SE): 612-843-8199

Larry Nestor (NE& E. Canada): 612-843-8197

Brandon Pesta: 612-843-8198

Group Email: SalesTeam@ammf.com



OPERATIONS

Ops Phone: 612-843-8273

Group Email: Ops@ammf.com

After Hours Ops Emergency: 612-865-4411

After Hours Claims Emergency: 612-991-5923

MORE SUPPORT

Billing: 612-843-8112

Credit: 612-843-8277

Claims: 612-843-8191

Contractor Services: 612-843-8275

Permits: 612-843-8270

Safety: 612-843-8276

Settlements: 612-843-8263

