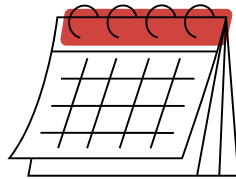


# ADMIRAL MERCHANTS NEWSLETTER

JULY 12, 2024 | VOLUME 08



## Mark Your Calendars



- Agent McLeod Training Week of August 12-16th.
- McLeod "Go Live" September 9.
- Annual Driver Appreciation BBQ: Saturday, October 5th. *Staff will be available for McLeod training so plan to attend.*

CURRENT TRUCK COUNT: 429

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

PAGE 1



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

# June Top Contractors

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

## Top 10 Teams

1. Malissa & Mario Salas
2. Lynn Krenik & Norm Berkebile
3. Sherry & Merle Brewer
4. Tracy & Danny Hawkins
5. Carol & Jack Stevens
6. Cheryl & Tim Shull
7. Dawn & Glenn Creason
8. Janet & Larry Blevins
9. Amber & Josh McKinney
10. Janet Swearingin & Tim Vigil

## Top 10 Individual

1. Lovepreet Singh
2. Tejinder Gill
3. James Murphy
4. Thomas Noviski
5. Dean Murphy
6. Dan McCumbers
7. Patrick Mashburn
8. Deandre Broady
9. David Tidwell
10. Richard Brent

# June 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. Dustin D Cole, Agent 4189
6. Integrity Group Holdings, Agent 3603
7. Trucking Agents, 3631
8. Monds Trucking, Agent 4138
9. TEC Logistics INC, Agent 2198
10. Robert M MacKay Co, Agent 3168





## July Contractor of the Month

### Carol and Jack Stevens

July Contractors of the Month are Carol and Jack Stevens. Carol and Jack have been a part of Admiral since August of 2010. Since joining Admiral, the Stevens have become an extremely successful PSS team working directly with Larry, agent 2048. Not only are they dependable when it comes to a situation that needs help, but they are also willing to go out of their way to help newer contractors who are still learning the Admiral way. When talking with those who work with the Stevens it is a pleasure to hear how great of people they are. Admiral can't thank our contractors enough who represent the company and logo in such a good way.

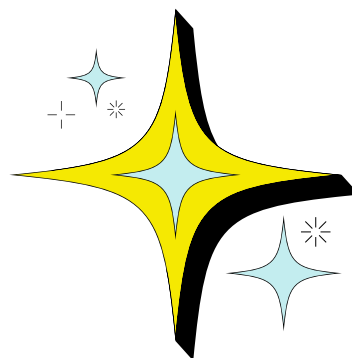
## PRIDE IN YOUR RIDE

**Admiral Contractors and Drivers**, we are looking to get some updated photos of your beautiful and well maintained equipment! We know many of you take great pride in your equipment and we want to show some appreciation.

Now until July 31st , we are requesting you send us pictures of your equipment and on **August 1st** we will have a photo contest posted on Facebook and whoever has the most "Likes" on their photo will be the contest winner.

Winner will be selected based on Facebook "Likes" on September 1 at 8am.

Please email photos to Mike:  
Mbaron@ammf.com  
and in the subject line of the email, please put "Photo Contest for FB"



# Bill of Ladings – Important Reminder

**Contractors/Drivers:** When submitting your load paperwork, always include a Bill of Lading (BOL). If the shipper does not provide one, fill out and send an Admiral BOL.

For brokered loads (from an Agent or Self-Secured), you cannot use a copy of the Rate Con instead of a BOL. Doing so can result in fines, rate reductions, or non-payment from the broker.

Thank you for your attention and cooperation.

## Contractor of the Month Suggestions

**Agents or Contractors** - we need your help. If you know of a driver that goes above and beyond in their professionalism, communication, and overall business report, please let your Sales Person or Freight Coordinator know so you can suggest that Contractor/Driver for Contractor of the Month. We value your feedback!



BASIC	Through 4/26/24	Through 5/31/24	Through 6/28/24	Thresholds	BASICs STATUS
Unsafe Driving <sup>1</sup>	26%	28%	34%	60%	
Hours-of-Service (HOS) Compliance	64%	60%	55%	60%	
Driver Fitness	<5 HM veh. Insp.	<5 HM veh. Insp.	<5 HM veh. Insp.	75%	
Controlled Substances and Alcohol	0%	0%	0%	75%	
Vehicle Maintenance	83%	85%	85%	75%	Alert
Hazardous Materials (HM) Compliance	<5 HM veh. Insp.	<5 HM veh. Insp.	<5 HM veh. Insp.	80%	
Crash Indicator <sup>2</sup>	48%	45%	44%	60%	
Insurance / Other	N/A	N/A	N/A	=	





# Social Media & Scammers



We have received several notifications recently that several individuals on the fake Admiral Facebook group are selling t-shirts. We do not sell any merchandise online, nor do we think the links they are posting are safe. Not to mention it is a Copyright infringement with our old Admiral Logo. Please be aware of scams as we have zero association with this group and please do not purchase anything from an outside source due to the number of scammers out there just trying to get card and bank account info. If you see someone posting any merchandise for sale, please report the post and the account posting it as “Spam”.

Also, if you are a part of that group and have photos you want us to post on our actual Admiral FB page, please email to [mbaron@ammf.com](mailto:mbaron@ammf.com)

We do have a Facebook page run by Megan and Mike in the office and you can find it at this website: (this link is safe and picture below!)

<https://www.facebook.com/AdmiralMerchants>



# CSA Update

## Roadside Inspection Incentives – Bonus and Raffle

In an effort to encourage more clean inspections we give a bonus for a clean roadside inspection.

·Level III	\$25.00
·Level II	\$50.00
·Level I	\$75.00

This applies to every clean inspection – all of the time.

In addition, we are holding a drawing each quarter to award prizes for clean inspections. Drivers will receive up to 3 entries for each clean RSI. 1st place Yeti Cooler. 2nd place Rove R2-4K Dashcam. 3rd place \$100 gift card. See the website for more details.

## Avoidable Violations – The Low Hanging Fruit

We continue to accumulate the violations that are the easiest to avoid.

- Cargo securement violations
- Tire tread depth violations
- Underinflated tires
- Not possessing / producing ELD manuals and instruction sheets
- Inability to transfer ELD data to the inspector
- Seatbelt violations
- Speeding
- Brakes out-of-adjustment
- ABS warning light defects
- False log – improper use of Personal Conveyance

These 10 violations are the low hanging fruit – the easily avoidable violations. If you, our professional contractors, could eliminate these violations our scores would improve dramatically.



# New Employees at Admiral



## Kelly Biren

We are excited to introduce Kelly Biren, who joined the Permits Department at the end of June. Reporting to Emma Horvath, Kelly will be diving into the world of permits by taking and processing orders, as well as assisting with the department's billing. She is eager to learn more about the intricacies of the state systems and to get to know our drivers better.

Kelly comes to Admiral with four years of previous dispatch and local permitting experience, bringing a wealth of knowledge and expertise to her new role. Outside of work, Kelly enjoys traveling with her husband, with Peru being one of their favorite destinations.

Please join us in welcoming Kelly to the team!



# Quarterly Eagle Award Winner



**Kory Ward**

Since joining our team in November 2021, Kory has fully embraced his role as a Freight Coordinator. His dedication to understanding the responsibilities of managing a successful fleet has been commendable. Kory's quick learning and constant pursuit of knowledge have enabled him to provide exceptional service to our fleet.

Kory's proactive attitude has led to him taking on additional responsibilities, including handling E-Modal registration and operations for Admiral Merchants. He is always ready to assist the Ops Team or any other department within Admiral, making him an invaluable team player.

Recognizing his valuable insights and strong relationships with our Contractors and Drivers, Kory has been added to the 2024 Strategic Action Plan Team. His computer proficiency has also earned him a place on the Conversion Team as a Super User for our new McLeod Operating System.

For all these reasons and more, we are proud to announce Kory as the Admiral Eagle of the Quarter. Congratulations, Kory!



# 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

