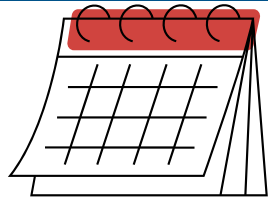


ADMIRAL MERCHANTS NEWSLETTER

AUGUST 27, 2024 | VOLUME 09



Mark Your Calendars



- Agent McLeod Training Week of September 16.
- Contractor/Driver Training Week of September 23.
- McLeod "Go Live" is scheduled for September 30.
- Annual Driver Appreciation BBQ: Saturday, October 5th. *Staff will be available for McLeod training all weekend so please plan on attending!*

CURRENT TRUCK COUNT: 431

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

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

July Top Contractors

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

Top 10 Teams

1. Lynn Krenik & Norm Berkebile
2. Tracy & Danny Hawkins
3. Malissa & Mario Salas
4. Carol & Jack Stevens
5. Cheryl & Tim Shull
6. Janet & Larry Blevins
7. Dawn & Glenn Creason
8. Kim & Chris Riddle
9. Lucy & James Wilborn
10. Janet Swearingin & Tim Vigil

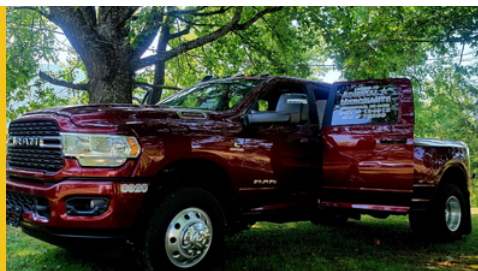
Top 10 Individual

1. Tejinder Gill
2. James Murphy
3. Thomas Noviski
4. Dean Murphy
5. Dan McCumbers
6. Deandre Broady
7. David Tidwell
8. Patrick Mashburn
9. Nick Ionita
10. Cecil Mason

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





August Contractor of the Month

Steve Farndon

August Contractor of the Month is Steve Farndon. Steve has been with Admiral since March of 2022. Since joining Admiral, Steve has shown how the willingness to go the extra mile can pay off. Speaking with multiple different agents, they all had nothing but good things to say about how Steve works with their customers. Whether it is a new customer who has only begun working with Admiral or a trusted customer it doesn't matter to Steve. Service comes first. The development of customers with an emphasis on building a trusted relationship with Admiral has led to Steve's success here at Admiral. When Steve finds himself with some well-deserved time off, he enjoys traveling to various places, even as far away as Thailand this past year! Please join us in congratulating Steve!

PRIDE IN YOUR RIDE

Admiral Contractors and Drivers, the Pride in Your Ride Contest is underway!

August 1st to September 1st, we are encouraging drivers, family, friends, and acquaintances to go to the Admiral Facebook and "Like" photos of their favorite trucks. Feel free to share the post and continue pushing everyone to "Like" your photo or the one you think is the best!

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

Please feel free to continue emailing Mike photos for Admiral to share on social media at mbaron@ammf.com



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UPDATE

McLeod Conversion Update

Earlier this year, we announced our selection of McLeod Software as our new transportation management system, initially aiming for a September 9, 2024 rollout. Since then, the AMMF office crew has been training with the McLeod team and actively testing the system. We're thrilled with the features and opportunities it offers to enhance our business processes. This hands-on experience has only reinforced that McLeod is the right partner for Admiral.

To ensure everyone is fully trained and ready to take advantage of these exciting new tools, we've decided to adjust the **"go live" date to September 30th, 2024**. This extra time will allow us to fine-tune the system and ensure a smooth transition for everyone.

Training Schedule:

- Agents: Week of **September 16** (Virtual).
- Contractors/Drivers: Week of **September 23** (Virtual).
- *One-on-One Support for Agents and Contractors/Drivers: **October 5th and 6th** at the Speedway Truckstop in London, OH (during the Annual Driver Appreciation BBQ)*

We will be sending out more information for both agents and contractors/drivers in the next few weeks. Keep an eye on your email for updates. Your participation is key to making this transition a success.

Please see the updated Q&A documents to address any recent questions that have arose. Nothing else changes at this time, but please stay tuned for more information. We appreciate all you do and are excited to embark on this journey together.

Please reach out to your Admiral sales or ops contact with questions!



Annual Driver Appreciation BBQ



ADMIRAL MERCHANTS ANNUAL BBQ

SATURDAY, OCTOBER 5TH
11AM-4PM

JOIN US FOR GOOD BBQ, FUN,
AND PRIZES!!

OPTIONAL MCLEOD TRAINING
SUNDAY, OCT 6TH
9AM-3:30PM

SPEEDWAY TRUCK STOP
720 US HWY 42, LONDON, OH
43140

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Call for Canadian Freight

Agents - as you are talking to and updating quotes and bid packages with your shippers, please remember to always ask about Canadian freight. We have a large number of top-tier Canadian drivers and we need more freight to keep them busy! Please reach out to Bonnie Versboncoeur with questions!

Phone: (612) 843-8135

Email: bversboncoeur@ammf.com

July CSA Scores:

BASIC	Through 5/31/24	Through 6/28/24	Through 6/28/24	Thresholds	BASICs STATUS
Unsafe Driving ¹	28%	34%	36%	60%	
Hours-of-Service (HOS) Compliance	60%	55%	68%	60%	Alert
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	85%	85%	84%	75%	Alert
Hazardous Materials (HM) Compliance	<5 HM veh. Insp.	<5 HM veh. Insp.	<5 HM veh. Insp.	80%	
Crash Indicator ²	45%	44%	36%	60%	
Insurance / Other	N/A	N/A	N/A	=	



Georgia Amber Light Permits

Amber Light Permit

House Bill 1193, goes into effect July 1, 2024. This bill clarifies vehicles operating amber flashing or revolving lights are not authorized emergency vehicles and shall not act as such. The Department of Public Safety will cease to accept applications for amber light permits after June 30, 2024. If you are seeking an amber light permit for transporting an oversize load, or other single use purpose, and your trip is occurring after June 30, 2024, you do not need to obtain an amber light permit.

Please take note that effective June 30, 2024, the GA Amber Light Permit is no longer required. Permits that were ordered on 6/26/2024 until present will not be processed.

Protect yourself against Scammers

It's crucial to stay vigilant and verify the identity of anyone requesting personal information, especially when it comes unexpectedly. Here's a quick summary of what to do:

- **Hang Up:** If you receive a call asking for sensitive information and you weren't expecting it, hang up.
- **Verify Independently:** Contact the company or organization directly using a known and trusted phone number to confirm if the request was legitimate.
- **Avoid Sharing Information:** Never give out personal or financial details over the phone unless you initiated the call and are certain of the recipient's identity.
- **Be Cautious of Urgency:** Scammers often create a sense of urgency to pressure you into giving out information quickly. Take your time and verify before taking any action.
- **Staying cautious and verifying requests is key to safeguarding your personal information.**



Eagle of the Year



Karen Kieffer

We're pleased to announce that the 2024 Eagle of the Year for Short Co. businesses is our very own Karen Kieffer from Admiral Merchants! Karen joined us in 2018 as a Sales Director and quickly became an invaluable part of our team. She currently manages a portfolio of over 90 agents, including some of our biggest agents, helping them run successful operations.

Karen truly embodies what it means to be a transportation professional. Before joining us at Admiral Merchants, she gained extensive experience working as an International Manager for a European farm equipment manufacturer, spending time living and working in Germany. She later spent more than a decade working at the international subsidiary of Anderson Trucking, one of the industry's giants, where she spent significant time in Europe and Asia, learning from and working with global teams. She began in operations as an International Project Coordinator, managing large global projects, before moving into sales as the Director of Sales for North America.

Since joining Admiral, Karen has consistently stepped into leadership roles and has proven to be a trusted partner to her peers. Right now, she's playing a key role in our upcoming transition to the McLeod System, one of the biggest projects in Admiral's history. Karen's prior knowledge of McLeod will be instrumental in supporting our agents as we prepare for the transition in the coming weeks.

Now serving as VP of Sales, we couldn't be happier to have Karen on our team. Please join us in congratulating her as the 2024 Eagle of the Year!



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

