



Newsletter

Inside This Issue

- 1 **Safety First!**
- 1 **Message from the President**
- 2 **Operations News**
- 2 **Industry News**
- 3 **SAM-X Global News**
- 4 **Driver of the Month**
- 4 **News from your Accounting Team**
- 5 **Manny's Maintenance Tips**
- 5 **Good News Story**

*New SAM-X Global
Division will greatly
broaden our customer
base on an
international basis.*

SAFETY FIRST!

Just a word on safety and safety is not just a word, it is a culture. This being our first newsletter, we don't want things to be too serious but, would still wish to make our point. The simple fact is that this newsletter is being published, at the beginning of winter and immediately after the first major snow storm of the year. Road conditions are very bad. That being the case, the timing could not have been better. We wish to remind everyone to strictly monitor their speed and space. Visually scan your surroundings and identify an escape route. This will give you an escape route should something unforeseen happen. Be prepared for the unexpected.

By managing your speed and space, you control your surroundings. Don't tailgate and monitor your speed according to the conditions. Remember the speed limit is only a guideline. We also would like to remind everyone that you are still the captain of the ship and if you feel uncomfortable with the conditions, you have the right and the responsibility to SHUT DOWN and inform dispatch of your decision.

Ken Hood, Safety Officer

Message from the President

As 2010 comes to a close, we as a company have so much to reflect on. Sadly, we remember our friend and colleague, Gurmeet Sandhu who left us far too soon in a tragic highway accident on November 14th. Gurmeet was a loyal and dedicated member of the SAM-X Team who will be forever and fondly remembered in our hearts. Anyone wishing to make a donation to the Gurmeet Sandhu Trust Account may do so at any TD Canada Trust Branch in Canada. This Trust Fund will help ensure Gurmeet's children receive the education they would like in the future.

The opening of our SAM-X Global Division has been an exciting time for all of us. This Division is our brokerage division headed by Mike, Arbic. SAM-X Global will allow us to reach out to customers on an international basis - providing them with all types of transportation needs. We will also be opening our first branch office in Toronto in January. This office will be home to our Director of Corporate Business Development, Mr. Bill Wallace. Bill has over 45 years experience in the transportation business and will lead our brokerage business development into the future. We expect to expand our sales team in the Toronto office in the next couple of months.

Message from the President (cont'd)

As for our Trucking Division, we hope to grow the number of Owner Operators significantly over the next year to be able to service all the new customers that are coming on board with us.

We are offering a \$500.00 bonus to our drivers who refer an Owner/Operator to us, and that Owner/Operator stays on with SAM-X for at least 3 months.

Effective December 1st, we begin our new mileage contract program. Our goal is to put more money in the pockets of our Owner Operators, and we are confident that this new program will do just that. If you have any questions, please feel free to contact Mr. Randhawa for more details.

I look forward to the growth and new challenges that the SAM-X Group of Companies will face in the next year. The future is bright for us all and I am proud of the staff, owner operators and drivers that make up our great SAM-X Team.

Best wishes for a happy and safe Christmas season, and a prosperous New Year to the entire SAM-X Team and their families.

Jas Sandhu, President & C.E.O.

Operations

Although we have undergone several changes in our Operations Department over the last year – we are very excited about many new things that will be coming into our day to day operations to make all of our jobs a lot easier. One thing in particular is a new program called “In-Cab-Scanning” which will be implemented in all of our units immediately. You will all be receiving a scanner which will be hooked up to the Shaw Tracking system. This scanner will allow you as the Owner Operator/Driver to scan a POD immediately after you deliver your load. No more searching for a fax machine! This will enable our billing department to bill back your delivery on the same day. You will also be able to scan any other documents which may be required by the office in a timely manner.

Balihar Mahil – Chief Operating Officer

Industry News

CSA 2010 is now in effect in the United States. Please take extra care to follow all rules and laws that apply to your travel in the United States.

Please ensure that your log books and inspections are up to date at all times.

Remember – any violations you receive will now be reflected on your personal Drivers Abstract as well as on our Company Profile.

*\$500.00 Bonus for
referring Owner
Operators and Drivers*

*New “In-Cab-Scanning”
program to start
immediately.*



News from SAM-X Global Inc.

Greetings from your Sales Team! I am pleased to be part of this very progressive and future thinking company. I would like to in our newsletters explain some of the exciting aggressive changes we will be having in the upcoming months. First I would like to say we are on a growth mode while other companies are not. Our company will be soon opening an office in Toronto to handle new clients in Central Canada. In addition you will see a continual expansion of our sales team. This is being done to grow our business.

During the changes there will be more and more need for you and all members of our SAM-X Team to become informed and involved with our growth. There is much to do and there is much you will be asked to be knowledgeable about. So be confident that being part of this growth at SAM-X is being in the right place at the right time.

I want to give you an example of where our direction is going in future Newsletters. We will cover our new services including Ocean Containers, Airfreight, Intermodal and our part in a very important project in Windsor Ontario. All changes are as I said, exciting and will move our company forward fast.

One example of what I need everyone to think about is in this short story of a team working together.

There is nothing more frustrating than coming home to find that you have missed an important delivery. Ok, there is one thing more frustrating...BEING HOME and finding that you missed the driver and the delivery is your new laptop!

When I am working from home, I have an office on the second floor of my house. The regular UPS driver knows that and always comes to the right door. Yesterday, we had a substitute driver and the result was an upset customer.

Do you think something like this has this happened in any of our deliveries or pickups?

A minor player, maybe one new to our company or new to our team, has a negative contact with a client or customer and it is a mess? I can certainly remember a dozen or so cases in my time on the road.

Whose fault is it? It's yours!

I know, that sounds harsh, but here is what I mean. In today's complex sales, the role of the sales professional has expanded. We are responsible for our entire team and making sure they know what to do (and what not to do). You must communicate to every player on your team the importance of each and every customer interaction.

This is why we need to expand communication systems beyond the sales force to include all members of the company team. Everyone must have access to the information that makes a coordinated effort possible. Without the right tools, it is much more difficult to communicate effectively. As we expand into Ontario, good communication will become even more important.

What could UPS have done? Well, the regional sales managers could have asked the regular drivers to put a note in the file whenever they have an unusual delivery situation. That way, the replacement driver would have known what to do the first time and UPS would really look sharp!

Clients today expect the 'owning' process to look like the 'selling' process. In other words, if you have it all together in your initial meetings, they will assume you will have it all together after they commit to use SAM-X services. You are auditioning with every customer contact.

So as we all move forward we will be introducing new services, new procedures and new members of our team. We all should look at these innovative changes as being a new tool or a new way to make our company stronger.

Thank you for the opportunity to work on your team and I look forward to telling you about more of our growth plans in the future. Stay warm, stay safe and ... stay tuned into our expansion plans.

Bill Wallace, Director of Corporate Development

Driver of the Month:

Beginning January 2011, SAM-X will be spotlighting a Driver of the Month. This Driver will receive recognition for his achievement and his or her photo will be proudly displayed on our Wall of Fame in the Driver's Lounge.

To become Driver of the Month, you must meet the following criteria:

1. Maintain good communication and relationship with the dispatch team.
2. Accept the loads provided to you and deliver on time.
3. Complete and correct paperwork handed in on time. (Log books, trip inspections, trip bags etc.)
4. No moving violations (speeding tickets, log book violation tickets, mechanical defect tickets.)

The guidelines are similar to those we use in choosing the Drivers of Year winners, but to receive a Driver of the Month Award, you don't have to have been with the company for a year – any driver can receive this award regardless of how long they have been with us.

News From Your Accounting Team: - Trucking as a Business

Dear Friends,

Do you consider driving a truck just a job, or do you consider yourself as a "Small Business Owner"? The day you as an owner operator starts thinking of trucking as a small business, you will start making more money. Here are a few hints that could help you to improve your business and put more money into your pockets.

1. The long nose heavy trucks consume about 10 to 15 percent more fuel than normal highway trucks. They may look better but are more costly to operate.
2. The shape of the truck is a big issue. The long nose trucks do not have air reflectors and have flat fronts, they hit the wind like a wall when on road and that increases fuel consumption.
3. The speed at which you drive the truck is another critical factor to watch. The trucks which go above 105 kms per hour are likely to consume more fuel. Please control your speed so you can increase your truck's efficiency.
4. The trucks driven at or below 105 kms per hour are likely to require fewer repairs and the tires are likely to last longer.
5. Fuel is the biggest cost for the owner operators. Here are 8 points to cut your fuel costs:
 - a. Start off slowly
 - b. More haste less speed
 - c. Don't overload
 - d. Watch out for fuel thieves
 - e. Upgrade your truck to new models as they are more economical on fuel
 - f. Keep your truck in good repair with regular tune ups
 - g. Keep those tires in check- properly inflated
 - h. Cut down on the idling

As a SAM-X Accounting Team, we want to assure our owner operator friends that SAM-X wants to put more money into your pockets. We need your sincere co-operation to achieve this. SAM-X has started a new mileage program that will come into effect from 1st December 2010. This is another initiative from the company to ensure that our owner operators receive the compensation that is above average market rates.

Jasbir Randhawa, C.F.O.

Manny's Maintenance Tips

1. On hooking up to a trailer, check to ensure the brakes have released. In cold weather trailer brakes could freeze to the drums. To release frozen brake you need to hammer on the drums. Always carry brake line anti-freeze to clear your air lines. When you start out, check to ensure all tires are rolling and wheels are turning. **"DON'T SKID THE TIRES"**.
2. Winter is here to stay! Please remember to keep a good supply of windshield washer fluid and a supply of I anti-freeze fluids on hand to prevent freeze ups.
3. PLEASE allow yourself lots of time on your scheduled dispatch. Give yourself extra time to make sure your tractor is in good working order. This will avoid delays and not put you under the gun to meet your scheduled delivery time. By allowing extra time you will be safe and in control of your trip and will arrive at your destination on time.



Good News Story ...

Far too often we hear of the things that don't go so well during the day. Well here is a change. On Sunday, November 28th, at approximately 2:00 pm, I received a call from the U.S.. The caller identified tractor unit #5034 and trailer # 53047 and commended the driver of the unit. The driver, Devinder Gill, was operating his equipment in a safe and professional manner.

Devinder – thank you for being a true professional !

Ken Hood – Safety Officer

And Finally ...

If you would like to submit a story, comment or idea to be included in our next monthly newsletter, please email and drop it off at our office, and I will be glad to share it with our readers.

This newsletter is for our SAM-X Team – about our SAM-X Team !!

Safe Travels –Merry Christmas and Happy New Year to you all !!

Jenn Pecksen - Editor

