



# Transportation Outlook



FEBRUARY 28, 2020

## DISCUSSION OUTLINE

G. BRINT RYAN  
COLLEGE  
OF BUSINESS

UNT<sup>®</sup>

EST. 1890

- Distribution Growth in Texas
- Services We Provide
- Core Values
- Top Accounts
- Dedicated Lanes for 2019
- Growth Strategy/Agent Offices
- Technology and Software Updates
- Questions



# DALLAS / FORT WORTH

- DFW area is the 3rd largest in new Distribution Center growth.
- Over 27 Million square-feet of warehouse projects have been built in DFW.
- In the past 5 years, over 100 Million square-feet of warehouse projects have been built in DFW.
- Most local growth has been in North Fort Worth (Alliance Corridor) and Grand Prairie.

# HOUSTON

- Port of Houston has seen **10% growth** year over year since 2015.
- Port of Houston leads the nation in exports of general plastic resin.
- Port of Houston has provided over **1.2 Million jobs** for the State of Texas, and the economic activity totals over **\$265 Billion dollars**.





# SERVICES WE PROVIDE

American Diamond Logistics



- Dry Van
- Flat Bed
- Refrigerated
- LTL
- Heavy Haul
- Intermodal
- International
- Yard Services
- Trailer Leasing
- Trailer Maintenance

## **CUSTOMER SERVICE**

Provide excellent customer services with over 75 years of transportation experience within our Sales and Operations Team.

## **PARTNERSHIPS**

Build strong and lasting partnerships with both our customers and carriers.

## **CONTINUAL GROWTH**

Train and develop team members for constant growth.



# **OUR CORE VALUES**

## ■ POSITIVE WORK ENVIRONMENT

Create a positive and successful working environment for our employees.

## ■ TECHNOLOGY LEADER

Develop technology solutions to provide cutting-edge innovation and advancement within the industry.

## ■ PROVIDE SOLUTIONS

Setting the standard to always be a problem solver and solutions based company to our customers daily.



# OUR CORE VALUES

# TOP ACCOUNTS

clarus<sup>7</sup>



**MARS**  
petcare



SOME OF OUR CUSTOMERS  
INCLUDE:

- Amazon
- Clarus Glassboards
- Green Bay Packaging
- MARS Food
- International Paper
- Pella Doors and Windows
- Interplast IBS
- HEB Grocery Stores
- BMC Doors and Building Materials
- Consolidated Container Company



# 2012 FIRST LOADS MOVED

Steve Wineriter and Kevin Garrett  
start American Diamond Logistics.



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# 68%

YEAR OVER YEAR GROWTH WITH  
CUSTOMERS, EMPLOYEES AND  
REVENUE SINCE 2012

HOW FAST WILL WE GROW?



# HOW FAST WILL WE GROW?

- **2015** - Added Houston Sales Division.
- **2017** - Developed internal TMS System and Freight Tracking Software.
- **2018** - Expanded both Operations and Sales Teams by **50%** to match growth trends. Moved into new corporate office location in Roanoke, Texas.
- **2019** - Major focus on expanding Agent Offices and Satellite Offices around the country. We currently have 5 locations up and running throughout the United States.

- Build strong partnerships with small and medium asset based carriers.
- Sell to our customers needs based on their freight network.
- Negotiate and work out rates for dedicated lanes on an annual basis.
- Understand rising operating costs and communicate to shippers for pricing adjustments on our customers behalf.
- Building strong relationships with owners and driver dispatchers for over 17 years in the industry.

# **HOW DO WE GROW SMARTER WITH OUR CARRIERS?**



- Many of our customers are looking to do away with company fleets because of new logging restrictions, liability, expense of management, etc.
- Capacity is more of an issue than rock bottom rates.
- Solidify partnerships and establish open lines of communication with 3PL's.
- Asset-based carriers are looking for drop-trailer freight and consistent daily loads to same locations.

## **DEDICATED GROWTH IN 2020**

# 2020 AT A GLANCE

## WHERE IS TRUCKING HEADED?

Equipment, Fuel and Drivers



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# EQUIPMENT



- Trailer shortages with the back log in production from 2009-2014.
- Age of equipment for most asset-based carriers over 10-12 years old.
- Rising costs for carriers to replenish fleets.
- Maintenance costs continue to climb.



# DRIVERS AND CAPACITY

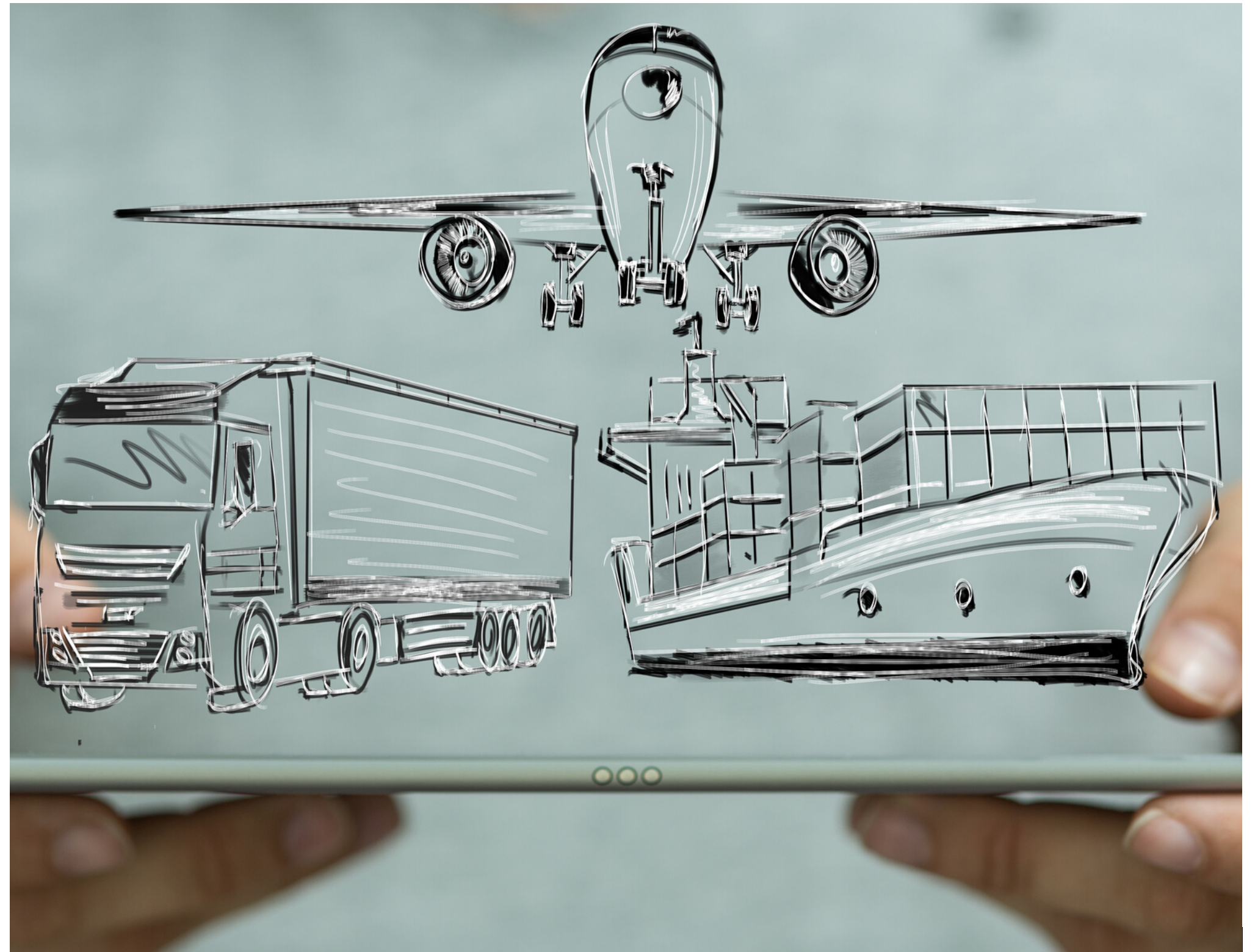
- Average age of truck drivers in the US is over 55.
- Government regulations continue to change and tighten up on the industry decreasing the earning potential.
- Driver wages have not increased enough to attract the youth to the industry.
- Equipment too expensive to get financing since 2009.
- Tough lifestyle away from families.
- Companies are turning to more and more 3PL's to help cover large volume projects, emergency loads, etc.



# TECHNOLOGY

## WHATS NEW WITH ADL

Software and Programming



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NAVIGATOR TMS

The Industry's  
**Most Powerful** TMS



FreightTracer™

- Updated marketing and presentation materials.
- Cutting-edge tracking and tracing technology.
- New office software launched in 2017 including customer scorecards, load history, rate history, etc.
- New and improved ADL website.
- LTL Portal for customers to access and submit requests.

# QUESTIONS?

Feel free to ask us any questions you might have related to our presentation today.

